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Author:

**Borsodi, William**

Title:

**Coal advertising**

Place:

**New York**

Date:

**[1910]**

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## BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

Business	
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Enlarge	Borsodi, William, ed.
	Coal advertising; a collection of selling phrases, descriptions, and illustrated advertisements, as used by successful advertisers, to facilitate the expression of ideas and assist in the preparation of attractive advertising, ed. and comp. by William Borsodi. New York, The Advertisers' cyclopedia company [1910]
	1 p. l., 15-128 p. illus. 28cm.
	1. Advertising—Coal trade.
	Library of Congress
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	13-7293

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FILM SIZE: 35mm REDUCTION RATIO: 12:1 IMAGE PLACEMENT: IA IIA IB IIB

DATE FILMED: 6/27/94 INITIALS: DG

TRACKING #: MSH 01685

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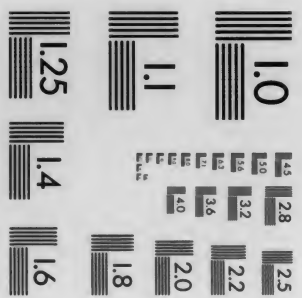
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**PRECISION<sup>SM</sup> RESOLUTION TARGETS**



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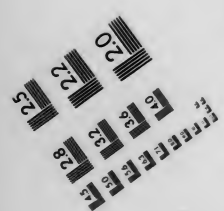
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COAL  
ADVERTISING  
*BY*  
WILLIAM BORSODI

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in the City of New York

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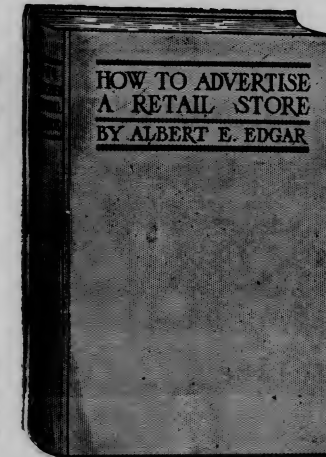


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## COAL ADVERTISING

A COLLECTION OF SELLING PHRASES,  
DESCRIPTIONS, AND ILLUSTRATED  
ADVERTISEMENTS AS USED BY  
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION  
OF IDEAS AND ASSIST IN  
THE PREPARATION OF  
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY  
WILLIAM BORSODI



PUBLISHED BY  
THE ADVERTISERS' CYCLOPEDIA COMPANY  
NEW YORK



Business

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BY WILLIAM BORSODI

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## INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employes, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that *paid*. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker: "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

## COAL

*The springtime will delight the soul,  
The violets will bloom again.  
But, oh, the many tons of coal  
That we will have to buy ere then!*

*The Heat of the Future.—A citizen entered briskly.  
"Send me up an ounce of radium," he said, "right away.  
The house is colder than a barn."  
"What's become of the ounce of radium we sold you  
four years ago," asks the clerk.  
"The baby swallowed it," said the citizen.  
Science has as yet discovered no commercially practica-  
ble substitute for babies.—Life.*

*The man who's coaled in summer—  
Though strange the truth may sound—  
Has little trouble keeping warm  
When winter rolls around.*

The ice man ought to have the call just now, but the coal man is fully as essential to your comfort, for the meals must be prepared, and you know poor coal makes a poor cook. Don't take chances of spoiling the cook's temper by getting poor coal. The right sort is here, subject to your order.—H. F. Miller & Son, Utica, N. Y.

Only experience can measure coal quality. You've got to burn Salzburg coal in your stove, grate or furnace to thoroughly know its superior goodness. Every person will concede the easy possibility of one brand of coal being better than another. When you buy Salzburg coal you get the extreme limit of the best quality in soft coal mined from Mother Earth. Once a customer always a customer.—Salzburg Coal Mining Co., Bay City, Mich.

Coal time will soon be here, and if you want to fill your bins with a pure carbon coal, give us your order. Don't wait until the last moment; until the price of coal goes up. Get it now. Get it from us. It will give you perfect satisfaction.—Murray City Coal Co., Columbus, Ohio.

Most any cook will tell you that she must have good coal with which to cook the Christmas turkey. Thus coal and turkey go hand in hand. Good, clean

coal, the kind the cook will like, the kind you will like. It's clean and will give a steady heat. Our end is to furnish the coal.—R. M. Cary, Pensacola, Fla.

A ton in your cellar is worth two in our yard. The time to buy coal is now. Don't wait until winter. When winter comes conditions may be such as to make it almost impossible to supply you in the way you desire, and besides—strikes and increase in price are a possibility. We have just the quality that will suit you.—Robert W. Kennedy Co., Trenton, N. J.

Freshly mined coal is far more desirable than that dug out of the earth a year ago. It's cleaner—hasn't stored up twelve months' dirt and dust; it's dryer and in many ways a greater heat producer. Here it is at your service on quick order—bright, well screened coal in all the standard sizes at standard prices far better even than standard quality.—Davidge & Moody, Binghamton, N. Y.

A roaring fire is an easy thing when you burn Kennedy-Clinkerless Coal. It's selected coal, free from clinkers and sulphur, which makes it an ideal coal for those who are particular about getting the most heat for the least cost.—Robert W. Kennedy Co., Trenton, N. J.

COAL



Buying coal in the summer is just as sensible as gathering ice in the winter. We are not rushed with orders and have more time to take extra care and pains. We screen our coal free from dust and dirt and deliver by a careful and polite driver. Order your coal from us. It will give you perfect satisfaction.—*The Harris & Gans Co., South Norwalk, Conn.*

For open fires. Sure satisfaction every time you light a grate fire if on top of the kindling is ebony fuel from our yards. It's heat and light-giving and slate-free when it leaves the mines, screened and cleaned again here and served to you full weight and with celerity of delivery. Order any way that suits you.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Important facts are worth considering. One now is the coming fuel shortage this winter. We don't anticipate it as a possibility, but regret that it is a certainty. We have ample coal now to take care of all orders. You will do well to look into the matter. Order your fuel—get it in your cellar and you'll appreciate your foresight this winter.—*Diamond Coal Co., Los Angeles, Cal.*

Running into money is what you will find it to do when you use a poor grade of coal. You get no heat for baking or cooking purposes, without using twice as much material as when you buy a high grade coal like the kind we furnish. It always gives satisfaction and we always send it to your order clean and full weight.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Burning hard White Ash coal makes winter living a pleasure. The quality of the fuel is always the same and you quickly learn how much is needed to obtain a certain degree of heat. Whatever that degree is, you use less hard White Ash coal to obtain it than if you were burning other kinds.—*John Byron, Waterbury, Conn.*

Now is a good time to order your coal supply while the prices are low. Our coal is the highest grade—pure, clinkerless and in every way desirable.—*A. J. McGee, Schenectady, N. Y.*

Admiralty coal turns dollars into power because low in ash. It is cheapest because it is best. Dividend-paying mills and plants in the Carolinas are using Admiralty coal. If best for them, why not for you? It will pay you to investigate. Write for proofs and full information. We will send them.—*Chesapeake & Ohio Coal & Coke Co., Richmond, Va.*

Everybody happy when you have some of our good, heat-giving, no-clinking coal in your cellar. It is the best in town.—*J. B. Montgomery, Harrisburg.*

We give as prompt attention to an order for a small jag of coal as though we were filling your bunkers. It is always better, though, to have a few tons on hand. We cannot control labor strikes and railroad tie-ups.—*Arthur Kuesel Coal Co., Milwaukee, Wis.*

Money in coal! But it's a good investment these cold days. A ton of coal in your bins is worth a carload in someone's else yard, if your home comfort is of any account. Like the Texas cowboy and his revolver, when you want it you want it good and plenty. High quality coal is the only kind we handle.—*W. H. Righter & Son, Albany, N. Y.*

Where can you get the Wenona Third Vein coal that we hear spoken of so highly? Why, of the Bruce Coal Company, of course. They always have this coal on hand and the price remains \$3.75 per ton. Give us your next order and you will not have any clinkers and very little ash to contend with.—*Bruce Coal Co., Joliet, Ill.*

Look into the matter. Learn quickly of us and how we do business, that's if you don't already know. A ton of coal we sell can be the ready means of learning. Let it be a half ton if you haven't room for a ton.—*John Byron, Waterbury.*

Coal that lasts. You would not put on pine wood if you wanted a fire to last. You are well aware that hickory would be much better. Why not use the same judgment on coal? Order the Old Company's coal of us and get the real hot stuff that lasts.—*City Lumber & Coal Co., Waterbury, Conn.*

When it comes to cooking you'll want the best of coal—the kind that will make a hot fire and broil, boil or bake in the shortest possible time to accomplish best results. Then is the time you'll want coal from *The Mountain Ice & Coal Co., Pueblo, Colo.*

A trying experience. It is when you have to use up a whole bin full of poor coal. Be on the safe side and buy your coal where standard excellence is the rule. Our coal is always high grade and clean and will give you no trouble when you want to bake, boil or broil.—*The Mountain Ice & Coal Co., Pueblo.*

Talk doesn't make good coal, but good coal makes talk. All our customers will be found ready and willing to tell you how good our coal always is.—*M. Truby & Son, Joliet, Ill.*

COAL

If you're tired of dirty coal why not put our claims to the test? We claim a coal-cleaning process which is superior to that of any other coal-seller in town; which guarantees that there's not a pound of coal dirt in any ton of coal which leaves our pockets; a process which works as regularly and completely as any automatic machinery can work. And what we claim for it it does.—*Reading Coal Pockets, Trenton, N. J.*

We sell fresh coal. Freshly mined coal is more desirable than that dug out of the earth a year ago. We will deliver it to you on quick order, bright and glossy and well screened.—*E. E. Jones, Kenton, Ohio.*

Shooting coal is about the best thing to have done at this time. Shoot a few tons into your cellar for the winter and make your homes frost-proof. Our coal is of a uniformly high standard, well screened and selected, and free from dirt and rubbish that might add to its weight while impairing its burning qualities. If you are shy on your late winter and spring supply of coal, now is your chance to get the best and save money.—*Anderson Coal Co., Montgomery, Ala.*

At this time of the year immediate action is necessary to order more coal when the bin is empty. Coal must be had—and be obtained quickly. Sometimes this condition of an empty coal bin comes upon us before we know it. It matters not what coal you use an empty bin is bound to come some time. The difference is that in using our coal it does not come as soon. That should appeal to you when the other coals cost as much as ours.—*John Byron, Waterbury, Conn.*

The best coal mined on the Monongahela river finds its way into our yards, and yet we charge no more for genuine "first pool" first quality Pittsburg coal than is reasonable, taking quality into consideration.—*Jos. Walton & Co., Louisville, Ky.*

Learn more about Ballard's coal. After reading about all other kinds of coal and experimenting with them, you try ours and you will find more coal in your bin, less ash heap and more money in your purse.—*Ballard's, Binghamton, N. Y.*

Smoke. That's probably what your heater will do when you start it. Why not start it right? Let us tell you how. First, take our dry wood, then our clean coal and you will then be so pleased you will use no other.—*Crane & Veeder, Schenectady, N. Y.*

Good coal. The plain truth about coal is that it must give out heat and not leave a lot of unburned clinkers behind. Clinkers are heavy, and every pound of clinkers means the loss of a pound of coal. When it comes to coal that has the goodness in it, the Alabama coal is best, and the best Alabama coal comes from the mines owned by—*Galloway Coal Co., Memphis, Tenn.*

This is the time for coal buying, to insure pleasure in the time of coal using. We are prepared to supply you with just the kind you want at the lowest price. Call or phone us about your winter supply.—*A. Pickard & Co., Charlotte-town, P. E. I.*

Squeezing the customer to swell the dealer's profits is not our way of conducting the coal business. We believe in fair dealing and want our customers to be our friends as well. That is why we take such care to keep the best, the cleanest and highest quality of coal to be had.—*The Daniel Keogh Coal Co., East Norwalk, Conn.*

Direct from the mines to our yard comes the coal we have for sale—coal that's famous the country over for its free burning qualities, its low percentage of ash, its freedom from impurities. It's "full value" fuel, and our method of taking and filling orders ensures satisfaction. Orders placed now save money for buyers. Take a look at your cellar, then act.—*Tom S. Wotkyns & Co., Troy.*

Buy your coal now. This is a good time to put in your winter's supply. Coal is liable to advance in price when cold weather arrives. We handle the ever satisfactory St. Charles coal. Prompt delivery.—*Meagher Bros., Bay City.*

If you had on Sunday a fire made from the coal we sell, then warmth and comfort was your lot in your home even though it was cold and damp outside. Now there will be other such days this summer; why not be prepared for them. Next winter's supply of hard White Ash Coal put in now will do it. And this is just the right time to order.—*John Byron, Waterbury, Conn.*

Good coal evidence. "The best I have ever had." "Send me a ton of the same kind as last." These are some of the expressions of satisfaction we are constantly hearing in regard to the coal we are now selling. We can truthfully say that the coal we are now putting in our yard is the best we have ever had; and that's saying a good deal. Coal is lower now than it will be at any other time this year. It goes up again June 1st.—*United Ice & Coal Co., Harrisburg, Pa.*

COAL

A saving problem. In buying your coal now you save money because there is a rebate on all coal bought during April and May. In the latter month you save 40c a ton providing all bills are paid on or before June 15th. Righter's coal is the standard.—*W. H. Righter & Son, Albany, N. Y.*

A burning success is coal from the Kelley coal yards—the fuel we take pride in selling to the people of Harrisburg. No dirt (unless you call ashes dirt), no slate, no clinkers, and making a clean, hot, lasting fire. For every fuel purpose our coal fills the bill completely—and you get full weight and prompt service here.—*Kelley, Harrisburg, Pa.*

Do you patronize a dealer that sells poor coal, makes you wait a week before it's delivered, even possibly gives you short weight and shabby treatment? Better change and buy here to get honest values.—*W. D. Sypherd, Camden, N. J.*

When you want clean coal, free from dust, slate and other non-burnable particles, order your fuel from this office. We take as much care of a half ton order as of one for a carload. We await your call, letter or 'phone message.—*The Mountain Ice & Coal Co., Pueblo.*

Comes from the New River-Pocahontas smokeless coal beds of West Virginia. Analysis from West Virginia Geological Survey show that it contains 96 per cent. combustible matter. It is, therefore, low in ash.—*Chesapeake & Ohio Coal & Coke Co., Columbia, S. C.*

Buy the coal that will keep your family comfortable from the early morning whistle to the shut-down and that keeps your home warm during the night.—*J. W. Ballard Co., Binghamton, N. Y.*

Why Watts' Coal? Because it's from the best company. Because the sizes are well prepared. Because he is careful to have it clean. Because his delivery is personally conducted.—*Watts & Son, Springfield, Ill.*

Do not forget we have a special coal for this price. It is regular size. If you try one ton of it you will not use any other. Sheathing paper. We are agents for Bird's celebrated sheathing, roofing and deadening papers. These goods are often specified, but cheap substitutes are used. We have these goods in stock. Paroid roofing—1, 2 and 3 ply. Neponset red rope roofing. Neponset black building paper. Co-ted building paper. Florian deafening felt.—*Lumber & Coal Co., Waterbury, Conn.*

A coal with heat. Kennedy Clinkerless is a clean, sparkling coal, free from all

"dead" matter and burns to a fine white ash. It's without exception the best coal mined. We can make more money on other kinds of coal, but prefer satisfied customers to large profits.—*Robert W. Kennedy Co., Trenton, N. J.*

Gee! but it's chilly. These cool mornings and evenings make a fellow think about coal. The time for actual coal burning will be here in a jiffy, and then you will wish you had your bin full. Order to-day while you have the chance.—*Phil. J. Campbell, Trenton, N. J.*

Within the circle of your acquaintances do you know of any one who has not felt that it's about time to think of the winter's coal. It is always wise to fill your bins early in the season when prompt delivery is possible. Then you are always prepared for emergencies. Righter's coal is the best.—*W. H. Righter & Son, Albany, N. Y.*

Coal shipments are large. And while we expect to be able to make prompt deliveries at all times, we can assure you of better service and bottom prices now, if you will give us your winter order early. Full line of anthracite and other good grades.—*Clark Bros., Los Angeles.*

Famine imminent. A word to the wise is sufficient. We have never sold anything but the very best grades of the various coals, and shall not do so unless compelled by the shortage of supply. Under the existing conditions, we may soon be forced to take whatever we can get. When we are forced to sell inferior coal we will frankly notify the public. We have yet in our yards a good supply of genuine Pluto Cannel coal and will deliver any quantity, as promptly as possible, at the same price you pay for Jellico. There is no coal superior to the genuine Pluto Cannel coal. You will be wise to place your order with us at once and thus insure yourself a first-class coal. We think in a few days you can get none or a very inferior quality.—*Pluto Coal Co., Lexington, Ky.*

On account of many rumors of shortage of coal and that many of the coal merchants are reluctantly compelled to husband their supplies to their customers, we wish to notify our 7,000 odd customers that we have plenty of coal of all sizes on hand. We always keep a large stock, and at the present we positively have by far the largest stock in the city. We make prompt delivery and guarantee the quality or we will take the coal back. If at any time we do not give satisfaction, we will make good.—*The Standard Coal Company, Montreal, Can.*

COAL

Buy the coal that will keep your family comfortable from the early morning whistle to the shut down and that keeps your home warm during the night. That coal is Kelley's coal. Because it's from the best company, because the sizes are well prepared, because he is careful to have it clean, because his delivery is personally conducted; coal is 50c. a ton cheaper this month.—*Kelley's, Harrisburg, Pa.*

Discrimination in buying coal will prove to those who aim at quality and in getting the best for their money that they can find that the coal bought at our yard comes nearer filling the bill than you can find anywhere in Pueblo. When we sell you coal you get coal, not slate, dirt or slag. A customer once, a customer always.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

We wish to impress you with the fact that there's no better coal mined than the coal we handle. Any one who knows us is aware of the promptness of our delivery, our strict attention to all orders with which we're favored. Hence we ask a share of your patronage.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

It will please you well. This coal has been cleansed from dirt and slate and gives you excellent results in heat production.—*Allentown Ice Co., Allentown.*

The coal question is the supreme question of the hour. It is one which, with the approach of real cold weather, it is not wise to ignore. Good coal of first quality is a mighty good thing to have around the house when the wind blows and the frost is on the window pane. The best coal in the local market is handled by *W. H. Righter & Son, Albany, N. Y.*

Cozy rooms. When you buy coal from us you get good, clean heat-giving coal—the kind that makes cozy rooms. No need to have your overcoat on in the house when you use our coal.—*J. B. Montgomery, Harrisburg, Pa.*

Have you ever given Cannel coal a trial in your fireplace or open grate? We are now handling a superior grade, hand-picked and containing a very low percentage of smoke. It gives a clear, bright flame, and will not snap. People who burn Cannel coal want a good article and as it is practically the only coal that goes into the house that is seen by the family, we think we have an article that will meet the requirements of a critical domestic trade.—*John S. Cross, Lawrence, Mass.*

The cleanliness of coal is a very im-

portant consideration. You can't expect dirt and slate to burn. Neither can you expect coal that is full of foreign substances to burn. Our coal is clear coal. You get all your money out of it.—*L. F. Leonard, Auburn, N. Y.*

Lumps of solid satisfaction are contained in every piece of Robinson's coal, especially for him who pays the bill, for he knows he gets his money back in an extra amount of heat, and is not paying for smoke and clinkers.—*H. A. Robinson Fuel Co., Peoria, Ill.*

Are you looking everywhere in the quest of fuel that gives satisfaction at a fair price? Let your search terminate here. Coal from Mountain Ice & Coal Company suits everyone who's tried it—is certain to suit you. We are careful about its screening and delivery, prompt as you want it.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

Once we start our red ash coal—once it is tried—it will carry itself bravely. It needs no praise of ours then. The first order is all we are anxious about—after that you'll come here, anyway.—*Blanchard & Co., Binghamton, N. Y.*

Want coal?—We've got it to burn. Best kind, too. Carefully selected, clean coal that is all coal and nothing else. No dust, no dirt, no slate. And prices always the lowest. When you get a ton from us it's right. Our guarantee is back of it. You take no chances.—*Derby Mill and Elevator Co., Burlington, Ia.*

We want you to wake up on this coal business and notice that our coal has more glow, wear and warmth, and less smoke, than any other. You don't buy your coal for the volume of black, sooty smoke it has. That's why we recommend ours—it is clean. Gives heat and a rapid fire, and makes spring cooking a comfortable occupation.—*Wm. S. Miller & Co., Frederick, Md.*

Satisfactory and well screened coal isn't the easiest thing in the world to find, but if you will come to a reliable yard, where nothing but the highest grades of coal is kept, as it is here, you will find that you will receive coal in exchange for your money, not slate or dirt, as our coal is all thoroughly cleaned before delivering. You don't get up in the morning and find the house cold, because your self-feeder, parlor stove or furnace has gone out. Our coal will last longer, give out more heat and make a smaller percentage of ash and waste matter than any other coal. For cooking purposes it is equally as satisfactory.—*Pardee & Young, Fall River, Mass.*

COAL



Freshly mined coal is more desirable than that dug out of the earth a year ago. Will deliver it to you on quick order, bright and glossy, well screened. Kindling, stove wood, charcoal, coke, etc.—*Clark Bros., Los Angeles, Cal.*

You're easy—Yes; extraordinarily pliant—if you pay a penny more—than our price—for coal—More money cannot buy you better quality—More money per ton—cannot increase the quantity per ton—by a single ounce—so what's the good—buying elsewhere—when here—you save half a dollar on every ton.—*The Pike's Peak Fuel Co., Denver, Colo.*

Once we start—coal—once it is tried, it will carry itself bravely. It needs no praise of ours then. The first order is all we are anxious about—after that you'll come here anyway. If you are getting perfect satisfaction where you are, all right. If you are dissatisfied, if the coal is unclean, half dirt—if it burns out quickly, we want your trade; we guarantee perfect satisfaction.—*Blanchard & Co., Binghamton, N. Y.*

You will miss it if you try to get along this winter without the proper kind of coal. Always bear in mind that the best is the cheapest in the end, and that this is particularly true when the best costs no more than other kinds. We sell the best coal that money can buy, but we charge no more for it than you will have to pay for an inferior article.—*Murray City Coal Company, Columbus, O.*

Help me down, please. We want to help you out of coal difficulties. If you have been buying the kind of coal that refuses to burn unless it is poked and urged constantly it is time that you buy the other kind. I have that other kind always ready and anxious to burn. Try it.—*P. M. Magly, Fall River, Mass.*

Satisfaction sells more coal than all the boasts that were ever made, and the satisfaction that our coal gives the customers is what we depend upon to hold our large trade. Are you one of our satisfied customers? Better let us place you on the list. Will find us wide awake.—*Robert W. Kennedy Co., Trenton, N. J.*

Zero weather is here and it's here to stay—we have it to contend with all the rest of the winter. The best way to resist it is with a good fire and the best fire is made with the best coal.—*Wayne R. Brown, Schenectady, N. Y.*

A New Year's resolution on the question of coal supply: Resolved, That I am not going to pay the price of getting the best high-grade coal and not get it.

COAL

Hereafter I will order Elk River coal and see that I get it.—*Galloway Coal Co., Memphis, Tenn.*

We've found the contented man—He's the man who has acquired the "Elk River" habit. Elk River Coal is the best of all the high grade coals. It makes a hotter fire, holds a fire longer, has less ash and never fails to give satisfaction.—*Galloway Coal Co., Memphis.*

An independent mining company not in the coal trust offered us for spot cash at a reduced price several boats of coal if taken in August and September. We bought and are giving the consumers the benefit of the purchase. When it is gone we shall probably have to raise the price. So buy now.—*B. Hershfield & Son, South Norwalk, Conn.*

Where'll you get the next load? Let us try our hands at supplying your coal, we can give you an article that's all coal; if you come once we know we will keep you. Yes, we will deliver it to-day, if you say so.—*Blanchard & Co., Binghamton, N. Y.*

That burning question can easily be solved by using our coal. There is more heat bound up in a ton of our coal than any others. It is hard and has a long life. Order a ton to-day just to see how we will treat you.—*Davidge & Moody, Binghamton, N. Y.*

An exhibition of coal can be seen at any time at our place. You are at liberty to examine everything with a double-barreled telescope, if you choose. One thing you'll discover, and that is, it isn't possible to obtain cleaner, better coal than we offer you. Now's the time you're burning coal—here's the place to save you money, and get better service.—*Blanchard & Co., Binghamton, N. Y.*

We call your attention to the advantages offered in the using of our Lehigh Coal. Less dirt, less dust, more comfort, more satisfaction, more heat to the bucketful, more economy to the ton than any coal sold. Gives satisfaction because it's satisfactory coal. Try it once. You'll see the advantage of using it always. No trading stamps. Remember you get value in coal.—*B. Hershfield & Son, South Norwalk, Conn.*

Lumps of comfort. It is our pride and pleasure to supply in the shape of best quality coal for your stove, fireplace or furnace. When we haven't anything in the coal line you desire, we doubt if any dealer in town has it. Our figures are as reasonable as the market will permit, our facilities for delivery second to none.—*Graham & Ross, Great Falls, Mont.*

Just the word "Coal" ought to be enough this time of the year to bring you in with an order. Nearly everybody in Great Falls now knows the kind of coal we sell and the way we handle it. Those who have tried our coal say they want nothing better. Try a ton of the Nelson.—*Nelson Coal Co., Great Falls, Mont.*

It's a self evident fact to many that no better coal enters this market than is handled by us. Question is: Do you know it from actual experience? If you do not so know, why don't you? You are looking for the best of every thing, aren't you? Why not use M. & L.'s coal and be convinced that you have the very best?—*M. & L. Wood & Coal Company, Logan City, Utah.*

A threatening outlook is prophesied by the weather sharps of the government bureau at Washington, and the man with the goosebone at the country crossroads. Cold, cold, cold. That means coal, coal, coal. The latter is what we supply—coal of grade, at the ruling market price. What we promise is clean coal; coal that burns freely; quick delivery at short notice.—*Northwestern Improvement Co., Spokane, Wash.*

Your coal dollars will go a long way just now. Coal is cheap. Our coal is ready for you—clean, bright, dry and perfectly reliable. The more of it you buy at present prices the more money you will save.—*Blanchard & Co., Binghamton, N. Y.*

The real thing is what you want when you need a good article, and what is there more needful or of more importance to have good than coal? It can't be too good, as the more heat producing qualities it has the more economical it will prove.—*Davidge & Moody, Binghamton, N. Y.*

Have you ever thought about the difference between thoroughly screened coal and the make-believe kind? The best place to trace it is through your pocket-book, and the result will not be very pleasing. When the famous Pittston coal is well screened the result is satisfaction and economy. That's the kind we sell.—*Davidge & Moody, Binghamton.*

Don't burn your money. You might as well shovel your dollars into the fire as to put poor coal into your stove, grate or furnace—you can't get good results from poor coal. If you come to us you will get the best coal in the market.—*Randall Bros., Atlanta, Ga.*

It's fun to use our coal. Clean, makes hot fire and few ashes. Do not miss the fun of using it and the satisfaction of saving money. Quality the highest.

COAL

Prices the lowest. Weight guaranteed.—*New England Coal Co., Woonsocket, R. I.*

Take the Hint.—Every loaded coal cart you see on the street is a hint to you to purchase your winter's supply of coal, if you have not already done so. Take the hint, and give us your order, to be filled with the best grades mined.—*Stickney & Babcock Coal Co., Bangor.*

Coal. Coal. Coal. We have this season a large stock of extra choice coal of all sizes and solicit your orders. Low prices. Prompt delivery. Obliging teamsters. If you have not tried Cross Creek Coal, it will pay you to give us a trial order.—*F. M. Griffin, St. Thomas, Ont.*

There are lots of people who won't use any kind of coal but ours, because they are satisfied and happy. Quite a serious question, and one you should look into. You will need coal very soon, so why not try our nice, clean coal, free from dirt, slate and clinkers?—*H. E. Sumner, Worcester, Mass.*

Silver Ash is the hardest, purest white ash coal—the premium coal of the Lehigh coal fields—the best coal that comes from the earth.

And while it is the highest priced coal at the mines, we sell it at the price other dealers in Trenton ask for ordinary grades.—*Tattersall's, Trenton, N. J.*

"Coal's Out Again."—Where will I get my winter's supply? Send your orders to us, who took such good care of you last winter. During the great coal famine we sold our coal to everyone at the same old price, when every other city advanced the price from \$2 to \$3 per ton.—*R. O. Jones, Columbia, S. C.*

Coal that cooks is the coal that the cook and housekeeper are looking for. There is no coal on the market that is so efficient as the Blue Gem. It is free from dirt and slate and is satisfactory for every purpose. We have cheaper coal than the Blue Gem, but none so good. We can fill your orders promptly.—*Rove Transfer and Coal Co., Knoxville.*

It's a good sign of the character of our coal and of our business methods that our customers stay with us year after year. They don't waste any time on experiments; they know they can't do better.—*Buford A. Graves, Lexington, Ky.*

Wow! Wow!—How that touch of zero weather did dash up and down the tender regions of your spinal column and cause you to wonder about the coal bin. If you need a ton, and need it quick, 'phone us. It's our pet hobby to deliver the best coal in the shortest possible time.—*Spiller & Barber, Joliet, Ill.*

Right up-to-Date.—It may sound a little queer to talk about being up-to-date in the coal business because coal doesn't change styles, but there are all sorts of grades at all sorts of prices, and we have to keep posted in regard to dealers, and qualities, and prices, in order to serve our customers to the best advantage. We keep as close watch on these things as the milliner does of the Paris dictations.—*Murray City Coal Co., Columbus, O.*

Justice rules at our coal yards. She sees that every customer gets just what his money is worth—sometimes more.

Only the Best Coal rules here from one day to another, which is equivalent to saying that A1 coal which freely burns, which knows as little of smoke, cinder and ash as any coal produces, is here subject to your order every business day in the year. No one can contradict that statement with any degree of success.—*Knox & Mead, Troy, N. Y.*

Winter Styles—In Coal.—There are not many changes to be noted. Heavy black stuff is still in vogue for furnace use, and if of good quality will produce the desired warm effect. By all means have both the front and back of your coal bins tucked very full. The waste is made very small in our coal, as it is all screened by us—before delivery.—*Gal-lowsay Coal Co., Memphis, Tenn.*

Coal That Is All Coal.—When you buy soft coal of J. H. Emery you get that which has been properly screened. Instead of paying for slate, shale, dust and dirt, you receive the full value of your money in coal that is all coal. His prices are no higher than others get for ordinary coal. One order will convince you that there is a vast difference in coal.—*J. H. Emery & Co., West Bay City, Mich.*

All of our coal is carefully screened; although the price you pay is no less than you would pay elsewhere, it is cheaper in the end, because it is coal that will last longer than any other.—*Murray City Coal Co., Columbus, Ohio.*

The rage for buying coal at Ferris' shows no signs of abatement and bids fair to become almost universal during the winter. It is in fact an evidence of good taste and excellent judgment to buy coal of *John H. Ferris, South Norwalk.*

A Real Ton.—There are a great many kinds of coal and lots of coal dealers, but did you ever stop to consider that the quality is the principal factor of economical coal? We deal in the best, because we know we can best hold our trade in that way. Our strong hold is in our careful preparation. Every ton

is thoroughly screened.—*Union Coal Company, Fitchburg, Mass.*

Coal is black—there's no getting away from that; but what we mean by clean coal is that it's free from unnecessary dirt, slate and stone; that it burns practically to clean ash; that it gives out little or no smoke, and that sulphurous fumes are just about eliminated—which briefly put, indicates that our coal is a fine coal for fuel and cooking. The price is now as low as it will be this season. Get your order in for winter supply.—*City Lumber & Coal Co., Waterbury, Conn.*

We couldn't improve the coal, so we improve the service. When we built our Front street sheds our main idea was storage; in our Green Island trestles the motive was rapid handling with decreased breakage, or in other words economy; while in the Cohoes pockets the storage and economy ideas are worked out in the same structure. The governing ideas in all, being protection to our trade, economy in handling and convenience in location.—*Peterson & Packer Coal Co., Troy, N. Y.*

You have found the place—the right place—for the purchase of coal if your quest has ended here. Reasons? Coal is about the same price per ton anywhere within a radius of a hundred miles of here. But what kind of coal? We guarantee grade, careful screening, no dirt, prompt delivery and complete satisfaction.—*Tom S. Wotkins & Co., Troy.*

Carrying coal over till next winter may seem unnecessary. But you'll be wise to do it just the same. Coal is cheaper this month than at any time during the year. So we advise you to order now and save the increase which goes into effect each month. It will amount to considerable on your winter's supply, enough in fact, to be well worth saving. Give us your order this month.—*W. H. Righter & Son, Albany, N. Y.*

It's rather hot weather, isn't it? But say, have you thought that a few months hence it will be cold? Then you will be wishing you had your winter's coal safely stored, should you have forgotten to order it. Listen! Why not have that coal sent to your home now? We offer to fill your order and save you money. Just try us and see.—*Broadway Coal and Ice Company, Memphis, Tenn.*

It's pure coal. That is one of the great merits of our coal, it is pure. No dirt or waste to pay for, no hard words or harder thoughts over a poor burning fire, but free burning, long burning, intense heat-giving coal.—*P. M. Magly, Kenton, O.*

COAL

It's a good business, under present and prospective conditions, to buy coal now. Wholesalers will, retailers must, advance prices soon. Fill up your bins now and mark a few dollars saved on your house-keeping slate—to say nothing of being prepared for strike contingencies. All kinds of coal at A. Pickard & Co.'s.—*A. Pickard & Co., Charlottetown, P. E. I.*

Wait. That's what they all say—but what's to be gained by delaying your coal orders?

Nothing—but much to be lost; coal prices may go skyrocketing some of these days.

Be wise—send us your orders to-day when prices are low. Incidentally, there's no better coal than we sell you. It's clean, properly graded, free from slack, slate, gravel, stone. It's just coal.—*Buford A. Graves, Lexington, Ky.*

Order coal now and save money. Ordering your winter's supply of coal now means a saving of money. The selection of the justly celebrated Salzburg coal, mined in West Bay City, means not only a saving of money, but a whole lot of satisfaction for those who burn it. As a domestic coal it has no equal. Burns to a white ash, makes a hotter fire than hardwood, costs a third less and does not fill the house with soot.—*Salzburg Coal Mining Co., West Bay City, Mich.*

If your frenzied furnace is consuming more coal these days than you think it should, we have some of that extremely hard Plymouth coal that will last you much longer than the other kinds, and we sell it for the same price you are charged for ordinary coal. It is perfectly clean. Strictly fresh mined.—*Ford, Beach & Powell, Binghamton.*

We were agreeably surprised at the satisfaction given by our new Magnolia Lump for furnace use, a number of people ordering more after testing its lasting qualities. Give it a trial and be convinced. It's a bargain at \$3.75 per ton.

The Black Nancy is the best prepared coal in the Springfield market, burning as free as Jackson and lasting much longer. Another bargain at \$3.75 per ton. We realize this to be a very broad statement, but know that the burning of it will prove it. We were disappointed at not receiving more Etna, owing to an accident at the mines, but expect to be able to take care of your orders in a very short time. Do not wait until you are out. Get your orders in early.—*Self & Lilly, Springfield, Ohio.*

Don't shiver and shake by burning poor coal. It is all black, but not all

alike. It's the coal that burns, burns all up, and while burning gives heat. That is the kind we keep.—*Randall Bros., Altoona, Pa.*

Mercury went down. Coal went up. Gas went out. To meet the demand for warmth at prices everyone can afford to pay, we will inaugurate a sale of cold weather goods.—*McKelvey's, Youngstown, O.*

We want you to wake up on this coal business and notice that our coal has more glow, wear and warmth, and less smoke, than any other. You don't buy your coal for the volume of black, sooty smoke it has. That's why we recommend ours—it is clean. Gives heat and a rapid fire, and makes spring cooking a comfortable occupation.—*Wm. S. Miller & Co., Frederick, Md.*

A contented man is a hard thing to find, and there is nothing that will make him so content to stay at home evenings as the attraction and comfort of a comfortable and cheery fire made from our superior Renton coal. It gives out a clear and steady glow, gives out intense heat, and consumes less than any coal on the market, and it is only \$4.50 a ton at —*The Griffin Transfer Co., Tacoma.*

If you need more coal give us your order. You will be surprised to see how much longer a ton of our coal will last. That's because we give really full weight and because it's all good clean coal.—*C. M. Lute, Bay City, Mich.*

If you want a coal that gives absolute satisfaction and will do what it is expected to do; a coal that is free from slack and all other foreign substances; that is clean and leaves no clinkers; a coal that will save you annoyance for use in your kitchen range, buy Fellows' Washed Coal.—*E. O. Fellows, Minneapolis, Minn.*

It is time to think of getting in coal for the winter. You'll save money by buying now; coal is cheaper in the summer. It is cleaner, more satisfactory in every way; surely is at our price.—*Blanchard & Co., Binghamton, N. Y.*

Just the word "Coal" ought to be enough this time of the year to bring you in with an order. By this time everybody in this town ought to know the kind of coal we sell and the way we handle it. Those who have tried our coal say they want nothing better. Try one single ton before you buy elsewhere.—*The Harris & Gans Co., South Norwalk, Conn.*

The lot we have in now is unusually large and clean and we can fill your bins without making any dust in the house or

COAL

defacing sidewalk or lawn.—*Tattersall's, Trenton, N. J.*

Why not patronize the firm that is saving you money? Why pay more to others when you can get best grades of Lehigh coal at \$5.75 per ton? We will guarantee ours the best in the market. Also weight guaranteed. All coal that leaves our yard is cleaned and free from slate. A trial order will convince you we are the only firm that keeps the prices down for you.—*B. Hershfield & Son, South Norwalk, Conn.*

War Eagle Egg Nut.—A specially prepared West Virginia coal that is unequaled for either steam or domestic use. Showing over 80 per cent. pure carbon, it is a great heat producer and practically smokeless.—*Hamilton Parker Co., Columbus, Ohio.*

When you find the place that gives you the most good coal for the least money, cling to it. We believe this is the place. You may think you are satisfied with your present coal service, but we believe we can give you still better satisfaction. Give us our opportunity.—*Blanchard & Co., Binghamton, N. Y.*

The Kennedy Clinkerless Coal is a coal for the economical. If you want to save a lot of extra expense buy our coal. It's a pure Upper Lehigh and burns to a very fine ash. No clinkers; no trouble. That's why the particular coal buyer demands our kind. Our coal is screened dry. We keep the dirt.—*Robert N. Kennedy Co., Trenton, N. J.*

The last month of low prices—order now. The first of September coal prices go to the maximum. You'll need coal soon and to order the winter's supply now, means to save money. The quality of coal we sell enables you to get the same heat out of little coal as you get from a large quantity of an inferior grade. Thus you save in price and quantity. A 'phone order does the work.—*J. B. Montgomery, Harrisburg.*

The burning question of the hour will soon be the kind of coal that will give the best results for the quantity used. That question is easily answered by getting good, clean, solid fuel, the only kind we sell. A trial order will demonstrate the advantage of using it and make you a permanent customer.—*J. B. Montgomery, Harrisburg, Pa.*

This coal is being specially prepared for domestic use and will give better satisfaction than any other coal that ever came from the mines in this district. If you want the best value for your money get your orders in while the quality is highest and the prices are lowest.—*Kansas City Coal and Coke Co., Kansas City.*

Although the weather is very hot we continue to cut considerable ice in the coal trade. We are busy because people appreciate good coal. We spend a great deal of time and effort in selecting the coal we think will please our customers. Our stock is now in prime condition and if we fill your bins you may wear a smile which nothing can remove.—*The Ferris Coal Co., South Norwalk, Conn.*

Before the weather begins to change from summer's smile to winter's frown, make up your mind to fill your coal bin with our good, clean "FIRST POOL" Pittsburg Coal and avoid higher prices later on. This month we can deliver to you good, clean, fresh-mined "FIRST POOL" Pittsburg Coal.—*Jos. Walton & Co., Louisville, Ky.*

As in everything else, the American Eagle is on top when it comes to the coal question. The best coal in the world is mined in America. The best coal in America finds its way to our yard—don't forget that. It's time you were talking with us about your winter stock. Don't put it off until prices go up.—*Murray City Coal Co., Columbus, Ohio.*

Filling a bin with coal for winter use, with a superior quality that will give full satisfaction, is what we do always when your coal is ordered from our high grade Canon coal. Good, clean coal, fair prices and prompt delivery is always appreciated by the public, and they get it every time from our yards.—*P. A. Cesna, Pueblo, Col.*

Has his wagon stopped at your house? Have you ordered your winter coal? We've been advising you to do so right along and get the advantage of low prices. To-day they went up. Next month they will go still higher. The sensible thing to do is to order your coal now and make a saving. By getting it here you get the best quality at no higher prices than prevail elsewhere. Telephone us.—*J. B. Montgomery, Harrisburg, Pa.*

COAL

## ICE

The ice question in summer is: Will I be served promptly and regularly? The answer is to be found in placing a standing order with The Griffin Ice Co. We make it a point to satisfy our customers in every way—promptness and regularity of delivery. A postal brings our wagon to your door.—*The Griffin Transfer Co., Omaha, Neb.*

Purity is the feature most important to the consumer of ice. Other ice is just as cold, perhaps just as clean, and perhaps just as cheap, but it may not be just as pure. The ice you should use should be as good as the water you drink. Therefore, Lake Whitney ice is the ice to use. The New Haven Ice Co. uses exclusively natural ice from Lake Whitney, and caters especially to household trade. Send postcard or telephone and agent will call.—*New Haven Ice Co., New Haven, Conn.*

A hot wave in July is just about as certain to arrive as Thanksgiving Day to be proclaimed as the last Thursday in November. Heat melts ice—people, too. But ice melting means cooling off the people. You can get it here in chunks—chunks as big as you like; blocks, if you want 'em; but be sure to order in advance, though we're quick at delivering.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

On top again. Jack Frost ice. No more high prices. Nature makes better ice than you can manufacture. It will keep your box cooler and dryer. Pure ice can only be made from pure water. Our reservoir dams are located at Ice-dale, Pa., at the head of the Brandywine. It is supplied by springs within a radius of three miles. Positively no pollution above it. Our ice is clean, bright, hard, pure and more durable than any other. We have the largest organization in the city, consequently can assure you a better service. We have purchased the property of Rhoades & Healy, at 14th and Scott Streets, and have established an office and delivery station for the benefit of our west side trade.—*Consumer's Ice & Coal Co., Wilmington, Del.*

Ice. Don't put it off, phone us today for regular delivery of ice. It's

so much pleasanter and more healthful to have the vegetables, milk, butter and table delicacies kept cool and sweet with ice—than the other way. Secure a coupon book now.—*John G. Freimann, Albany, N. Y.*

Time has come when you need ice. We are all ready and equipped every way to give you prompt and efficient service. Our ice comes from Congamond Lakes—no purer or better ice in the State. Moderate prices, honest weights. Write or 'phone and wagon will call.—*Elm City Ice Co., New Haven, Conn.*

Order ice tickets by telephone. We have arranged to deliver ice tickets, commencing April 1st, by special messenger. Our drivers will no longer be supplied with tickets. Orders sent by card or by telephone to our office will bring tickets promptly. Please note that ice tickets are sold for spot cash.—*Palmetto Ice Co., Columbia, S. C.*

The ice question in summer is: "Will I be served promptly and regularly?" The answer is to be found in placing a standing order with The Mountain Ice and Coal Co. We make it a point to satisfy our customers in every way—purity of ice, full weight, promptness and regularity of delivery. A postal or phone Main 34 brings our wagon to your door.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Of all the articles purchased for summer use, ice is one of the most important. Pure ice means perfect health. Diamond ice is pure, clean, wholesome and firm. No danger from germs, and it will cool a larger cubic area than any other. Twenty-nine Diamond wagons mean prompt and satisfactory service. Telephone us.—*Diamond Ice Co., Washington, D. C.*

Talking about ice, you ought to know that we supply it in any quantity. Our ice is the kind you needn't be afraid to make ice water with, as it is made from distilled water. It's pure as the driven snow. Let us know how much you want and when, and we will send it promptly.—*Davis & Robinson, Jacksonville, Fla.*

ICE



## BUILDING MATERIALS

Depends on the lumber. When you build you aim to make a structure that will be substantial and permanent. Much depends on the quality of the material used. Plan carefully and construct wisely.—*Smith & Rogers Lumber Co., Morris, Minn.*

The use of our lumber will increase the strength, stability and value of any building. It is the best lumber we can secure—it's the best lumber that you can buy. It has all the good points that recommend it to the architect, the builder, the carpenter and the every-day man. It is sold at a fair price because we are satisfied with reasonable profits. Dressed or undressed, you'll find our lumber best.—*Merrick Lumber Co., Holyoke.*

Every man to his trade. Our trade is selling lumber. We don't know all about other people's business, but we have this business down so fine that no one can ship us poor stock, so we shall have no poor stuff to sell you.—*J. & W. C. Shull, Sac City, Ia.*

Between inferior lumber and the kind we keep the difference in quality is vastly greater than the difference in price. We select our lumber from the choicest trees cut in the forest, and it is well seasoned and will not crack or shrink after using. Let us supply you for that new house you are going to build.—*Vester, Stewart & Rossell Company, Washington, Pa.*

A house worth talking about has its mouldings, mill work and trimmings in keeping with its whole architectural plan. Ours it is to supply lumber, kiln dried and worked to match the rest of the materials called for by the designer. That our materials, prices and delivery are entirely satisfactory is shown by our long held and now growing trade. We estimate promptly and freely.—*Vester, Stewart & Rossell Co., Washington, Pa.*

Lumber for all needful purposes can always be obtained from us, for we carry a stock that can be depended upon—one that is always kept up to the mark. Now that the season has come, there should be no further delay in building operations. So place your lumber contracts with us and you will be served faithfully and well.—*Vester, Stewart & Rossell Co., Washington, Pa.*

BUILDING MATERIALS

Goes ahead of anything on the market—does our lumber—for these extremely simple reasons: It's made from the finest timber growing only a short time ago; it has been sawed and milled to perfection and seasoned to a finish. Then it has been properly stacked and stored. Now it's offered for sale at prices to interest any well posted buyer.—*Vester, Stewart & Rossell Company, Washington, Pa.*

Did you hear about Mr. Jones? Well, Mr. Jones has been talking for a year or more about building a new house, but he never really got started until he saw Smith's new house. As soon as he saw it he said he would build a finer house than that and went straight to the Robinson-Gage Lumber Co. to get their low prices on lumber and building material.—*Robinson-Gage Lumber Co., Kenton, O.*

When building a house it is well to remember that the hardware and fixtures you buy will last as long as the house itself—it is not a question of wear between the best and the low priced goods—it is whether or not the increased pleasure you will have in seeing the best and most artistic designs in your own house and the satisfaction of knowing that it is the best will not more than make up for the difference in cost. \* \* \* We carry a large variety of stock designs and in addition 25 lines of special designs. These designs are the very latest, most up-to-date pattern designs. The samples are mounted on boards and show the complete line in all the different finishes. There are little things in hardware that make a great difference in cost. It's hard to tell where the difference lies, but is easily shown when the samples are before you.—*The Stambaugh Thompson Co., Youngstown, O.*

Political parties differ as to what material a dollar should be made of. One party wants to make money out of gold. Another party wants to make money out of silver. We've got an idea that lumber is a pretty good thing to make money out of—at least that's what we're making money out of ourselves. Some folks say we can't do it and sell lumber and building material at such unusually low prices—but they don't know.—*Robinson-Gage Lumber Co., Kenton, O.*

## REAL ESTATE

When giving us a description of your property for the purpose of placing it on our "for sale" list do not exaggerate. Nothing is so disgusting or detracts more from the sale, than when we send the purchaser several miles to look at the property and he finds it has been misrepresented by its owner. He thinks there is much more he don't see, so he don't buy.—*Southwick, Dunkirk, N. Y.*

The addition is supplied with large trunk sewers, and arrangements have been made for luxuries and conveniences, such as gas, electric lights and the like. It is intended that the houses shall set on a terrace, overlooking the streets on Iuka and Indianola Avenues. Every possible effort will be made to preserve the trees in the addition. A great many lots have been sold and a number of fine houses will be erected upon them. This is strictly a residence district, with a restriction against double and business houses. Select your lot now and secure your location. This addition affords every possible chance for profitable investment, and there is no finer location in Central Ohio for a home.—*Hammond & Hammond, Columbus, Ohio.*

All sorts of wealth takes wings except real estate, and that's why we want you to invest your money in Mother Earth, because it can't depreciate. The investments we offer are desirable, and are in the line of increasing values.—*Charles W. Gooding, Wilmington, Del.*

Of course you know what an unstable thing a scheme to inflate real estate is. Therefore you turn to real land values and come to us. The property we now offer is certain to increase in value, and has every essential of a paying investment.—*Bourke & Snyder, Crafton, Pa.*

Every one should strive to own a home.—Hundreds of people possessing moderate means have easily reached the goal of owning a home. If you'll tell us about the size and kind of home you want and how you wish to arrange the payments we'll meet all your requirements with a genuine bargain. Selling homes to home-seekers is a big feature of our business. We are continually adding to our list of properties, so that we are always able to meet every demand.—*H. R. Howerstein, Washington, D. C.*

Christmas bargains.—Has it not been

your wish for a long time to own a house of your own, to feel that you have a home that you can call HOME? Christmastide is the time when you can call up all your efforts and BUY one. Call and see us. We have what you want. Can't we compromise? Now is the time!—*A. J. Baechle, Utica, N. Y.*

Here are some notes on bargains in real estate that are worth noting. An opportunity for you to chase your dollars into good property and own a little piece of the earth. You may have it if you will take it, and the dollars you put in now will earn you a fair interest, while the property increases as the years go by.—*Clarke & Fisher, Binghamton, N. Y.*

When you buy a home—unless—the—title—is—right—you—just—part—with—your—money—and—then—get—out. If you buy of us there will be nothing to be sorry for. So—you—just—look—out.—*Southwick, Dunkirk, N. Y.*

"Opportunity" irrigated land is selling at \$250 per acre, and those who bought this spring will easily pay for their land with this crop. Some of them will do much better than that—they will have a surplus left over. This property is easily worth \$500 and it will be hard to get any next summer at that price, because the owners can clear that much on one year's crop generally. You made a mistake when you failed to buy this spring. Don't make another mistake and miss the greatest chance you ever had to make money. Besides having the finest soil in the world and plenty of water for irrigation "Opportunity" has water for domestic use under good pressure, piped throughout the entire district, electric light for the homes, daily mail delivery and telephone connection with Spokane. Eighteen electric trains serve "Opportunity" daily.—*Modern Irrigation & Land Co., Spokane.*

The Leonard Grove property consisting of several choice lots on Murray street and one 66-ft. lot on Oak street is now placed on the market for the first time. For many years past this property has been sought but never before has been offered in parcels to suit purchasers. The most conveniently unimproved centrally located residential property on the market. We invite your inspection. Prices and terms on application.—*Gaylord & Co., Binghamton, N. Y.*

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We have desirable properties in all parts of the city. Will have two modern houses ready for occupancy about Christmas. They are up-to-date in every way. See them on Lydia street. Only ten minutes' walk from the Telegram office. What a nice present one of them would make to your wife or just married daughter or son!—*H. W. Davis, Youngstown, O.*

There is no better place to-day in which to invest your money than San Diego, and "The Coming Home Spot" will be Grand View. There are many reasons why you are sure to realize a profit on every lot purchased. In the first place, the eyes of the home-seeker will soon be turned to this spot. A great demand will be created for this property by the grading of Thirtieth Street, which is sure to come. Added to this the assurance of an electric car line, and up will go the price. We are selling choice lots to-day at \$75.00 which we are certain will sell for double that price the moment the grading of Thirtieth Street actually begins. Make up your mind to-night and buy a lot to-morrow! You are welcome at Grand View.—*J. Frank Cullen & Co., San Diego, Cal.*

Invest surplus money in income real estate. We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater per centage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. Let us show you what we have to offer.—*Schwahn & Brater, Saginaw, Mich.*

We have almost completed a full page descriptive list of May real estate offerings and shall be pleased to talk with any property owners who will trust us with the sale of their real estate. If property is worth what is asked for it, we can find the buyer. No commission is charged unless we make the sale. We will widely advertise all property listed and will send a description of all our May offerings to every home in the city. Come to see us before our new advertising lists are completed and distributed. Fire insurance, money to loan, bank stock and municipal bonds to sell.—*C. S. Hoskinson, Zanesville, Ohio.*

You buy real estate. There's more money in it than in any other investment. Real estate values here have just started—the Panama Canal when completed will

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triple the population of every city on the Gulf; the Warrior river locks and deep water will make Mobile the largest coal-ing port in the world; the entrance of the Frisco system makes Mobile one of the best railroad centers in the South. These are some good, solid reasons why property will increase in value; the reasons given by those who do not think it will increase are "just because it is too high now."—*Hughes, Morrell & Lyons, Mobile, Ala.*

Building lots at \$100, \$150, \$175 and up; homes ready for occupancy at \$1,000, \$1,200, \$1,400, \$2,000 and up to \$5,000 or \$6,000; we sell on easy terms. Is there reason why you shouldn't own a home? Pay rent to yourself from this time on. We'll arrange matters so you can do so. Come in and see us about our offerings.—*E. J. Lauder & Co., Grand Forks, N. D.*

Money saved is money made. You can save exactly \$1.70 on each one hundred dollars you have if you will buy a slice of the Bradley small farm sub-division, as it just misses the city tax grabber, and besides it's such a beautiful place to build a home, and is nice enough for a wealthy man or the average man. The farm is so divided that you can get anything you want from an acre to forty acres upon terms of seven equal annual payments. Most of this land is old blue grass sod and has a liberal frontage on the pike. The carfare is only 3 cents, and a thrifty family can raise so many nice things on a few acres of fertile land. In the language of a man who has lived on many pikes out of Lexington, the land is richer and the air sweeter on the Georgetown pike than any other. If the day is fine, please take a car out to this beautiful division and stroll through the pretty woodland. Each corner to each small tract has a red flag so you can see where you are without a guide. Take the Georgetown car and stop when you see the many red flags.—*C. K. Oldham, Lexington, Ky.*

A profit proposition. There is a chance in my office for every man who is now paying rent to pay the same amount towards a roof of his own. Two houses have just been placed in my hands, that I intended to offer to clients who take all my best bargains. Then I decided to advertise them in the hope some buyer wanting a home with a possibility of soon selling at a higher figure might see them.—*N. B. Millard, Binghamton, N. Y.*

We have several good tenants wanting to rent a farm. If you want a good man on your place let us know and we will send you one.—*Southwick, Dunkirk.*

Entirely different. If you are simply looking for a lot upon which to build a home, and are not particular about surroundings, outlook, neighbors, drainage, etc., you can find several thousand lots that will answer your purpose; but if you want something different, unusual, more desirable, pick one of the Berkshire Hill lots. To-day, discriminating people seek high ground. It is a delight to be able to look from your porch, or downstairs windows, over the tops of the houses that cluster in the valley, to the hills and to the sea. The altitude of the Berkshire Hills compares with the foothills of Hollywood, the high ground about Westlake Park and the orange groves of Monrovia and Sierra Madre. Not too high and not too low—just right. The class of people who are being attracted to the Berkshire Hills are those who love an exclusive neighborhood, those who delight in a home which is a little different from the 50,000 homes built on flat, low lots. In Berkshire Hills you can secure a lot which is two blocks from the street car, and up a 4 per cent. incline, easy to walk, and only twenty minutes' car ride from the center of the city. This tract was formerly one of the most fertile fruit ranches in the Eagle Rock valley, the trees are still there and are in good bearing condition. Berkshire Hills tract has every advantage that other tracts have, and many in addition. One-fourth of the lots are already sold. Prices will soon be advanced. Buy now while you can get a choice lot. People who are buying are home builders, and not speculators.—*Berkshire Hills Co., Los Angeles, Cal.*

For sale or exchange. Situate within a mile and a half of a thriving manufacturing city of Connecticut we offer a country gentleman's home consisting of a modern house of eleven rooms, with hot air heat, hot water and bath, six open fireplaces with imported mantles; three large barns and work shop, with running spring water in the house and barn and 80 acres of land, which has many natural advantages. An ideal place for either home or investment, as this property could be sub-divided and sold to advantage, or an ice pond of large proportions could be constructed upon the place with but very little expense, as a splendid trout stream of mountain spring water runs directly through the place. This property will be sold for about two-thirds the value of the buildings, if taken at once, or the owner will exchange for desirable city property in Hartford.—*The J. M. Brady Realty Co., Hartford.*

No slack in real estate here! It's a

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notion that we must have dull seasons in real estate—for instance, the hot summer or cold winter months. We believe it is so because we expect it to be and by our resulting lethargy we make it so. Not so in this office. Bargains every day, and we are delighted to show them every day (except Sunday) morning, noon or night. Fargo is a prosperous, growing city—famous for its jobbing industries, general business, bank clearing and fine homes. Here are fine opportunities for wise investments in good real estate. We would be pleased to have you visit our property, located in almost every part of the city. Trolleys run to or near every piece, and city conveniences are at hand. Our prices are very reasonable—cash or easy payments. This hot weather is the time to buy.—*Wheelock & Wheelock, Fargo, N. D.*

Just a little each month. That's all! and at the end of a few months you become the possessor of a piece of property on University Heights. It will increase in value while you are paying for it. There is "substantial satisfaction" in the expenditure of money on real estate, because you can't help realizing a profit upon the investment if you buy just a little ahead of the march of improvement. The best place to buy is University Heights, for either home building or speculative investment, because it is becoming more rapidly improved and is more desirable than any other residence section—each month sees more buildings put up and a corresponding increase in values. If you want to get the most for your money you must buy now before prices are again advanced.—*Ralston Realty Co., San Diego, Cal.*

Don't be a spendthrift. There'll probably come a time when you'll need the money and need it bad. Invest it in a home which may mean much to you. Better look over our list and start now to save. We have satisfied others. We can please you.—*Southwick, Dunkirk.*

Our real estate department is merely a headquarters for all people having property for sale to make it known. And all people wanting to buy can come and see what property is for sale in this part of the country. This method is practical, and free from fraud or deceit by any of the interested parties.—*Southwick, Dunkirk, N. Y.*

Trying to catch a bird by putting salt on its tail amounts to as much as it would to go in a drug store to buy a house and lot. If it is a home you want consult one who has them for sale.—*Southwick, Dunkirk, N. Y.*



The old story. You have heard many people say, "Had I bought real estate in Spokane three years ago it would have been a very profitable investment." The same thought will be expressed three years from now. Be one of the wise ones and invest now.—*Chamberlain Real Estate and Improvement Co., Spokane.*

When you want to sell your property there is no better way than to arrange with us, for both the buyer and seller are found here in large numbers. Therefore our opportunity to produce a purchaser is superior to many.—*Southwick, Dunkirk, N. Y.*

Is your money earning 6 per cent? If not, you should put it in The Alabama Home Building and Loan Association. We issue Special Certificates which pay 6 per cent. per annum, paid semi-annually, and the amount paid in may be withdrawn at any time. Apply to—*W. V. M. Robertson, Birmingham, Ala.*

The man who would know the fullest measure of success must not become wedded to his old way of doing things. He should keep an open mind, and adapt what he reads in this column to his own "wants." Do first—what others do last—come here and select a home. You will find our list large and prices right.—*Southwick, Dunkirk, N. Y.*

Real estate in Johnstown is a good investment. Do not buy elsewhere. Our many hundreds of patrons have profited by our advice. A satisfied customer always proves to be a permanent customer. To secure his satisfaction, the property we sell him is proof against criticism, by a competing agent, or otherwise. We can sell you real estate at prices and terms that cannot be equaled elsewhere.—*Cauffiel Bros., Johnstown, Pa.*

Trenton is a prosperous growing city—famous for its manufacturing industries and fine homes. Here are good opportunities for wise investment in real estate. We would be pleased to have you visit our property, located on Brunswick, Pennsylvania, Ohio, Indiana Avenues and Olden and Spruce Streets—where we are selling very desirable building lots. Trolleys run through property and there are city conveniences—near the new shops of the Pennsylvania railroad, which afford steady employment. Our prices are very reasonable—cash or easy payments. Now is the time to buy. We also have factory sites for sale at consistently low prices.—*The Enterprise Land Co., Trenton, N. J.*

It's a notion that we must have dull

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seasons in real estate—for instance, the hot summer or cold winter months. I believe it is so largely because we expect it to be so and by our resulting lethargy we make it so. Not so in this office. Bargains every day, and delighted to show them any time (except Sunday) morning, noon or night.—*Chas. E. Williamson, Omaha, Neb.*

Stop renting. It seems almost a crime against a workingman's family to continue the dreadful expense—rent—when there is any way to avoid it. Why not investigate "Evelyn Houses," built at actual cost at rent rates—one installment down.—*Geo. W. Brown, Portland, Ore.*

Diamonds free? Well! not exactly so, but we can offer you some bargains on Grand Avenue property that are better than giving away diamonds. One is improved with 10-room house—the other is an elegant vacant corner.—*Wm. R. Staats Co., Pasadena, Cal.*

In the trend of the city's growth and greatest improvement—and in the city, not half way to somewhere, but with a new car line now being built, notice this now being built. Until the new car line is finished, take Maple Avenue car to Fifty-third Street—one short block to Main Street, where you will find our branch office on the tract.—*The McCarthy Co., Los Angeles, Cal.*

On the Long Beach line, the fastest and best equipped electric railway in America! Just beyond the city limits, at Seal Gardens station; only about 12 minutes' ride. Closer in by one or two miles than any other subdivision selling on our terms. Level land, most fertile soil; will grow every product. Artesian water in abundance for both domestic and irrigating purposes. Large lots, 135 to 190 feet deep to an alley; plenty of elbow room. Immediate possession; live on your lot while paying for it.—*Conservative Realty Co., Los Angeles, Cal.*

If you buy a home of us, depend upon it—you'll get good value for your money; a home that will meet all requirements, be convenient in every way, and as to price, we can meet them all.—*Southwick, Dunkirk, N. Y.*

Attention, business men!—Do you want a home next summer where you can keep cool and comfortable?

Many have already bought and intend to build early in the spring.—*Spokane-Washington Improvement Co., Spokane.*

Don't pay rent and have nothing but a rich landlord to show for it.—*The Loan and Savings Company, Hamilton, Ont.*

If so, buy a lot or two on or near Manito Park, which comprises 95 acres of shady groves and cool, secluded places in which to rest up from a busy day.

A magnificently equipped free train will run direct to the town bearing the crowds of eager investors. There will be plenty of shelter in case of rain, and a bounteous lunch will be served free.—*West Pittsburg Realty Co., Youngstown.*

Pay rent to yourself. It seems very unreasonable to keep on paying rent and getting no further ahead when you might be paying for your home instead. You needn't pay all cash when you buy from us—so much like paying rent, and so much more satisfaction.—*E. J. Lauder & Co., Grand Forks, N. D.*

It does not matter what your "want" may be so long as it is on the list. If the thing wanted is on the list at the time, we can supply it at once; if not, it will be supplied as soon as it comes in.—*E. F. Southwick, Dunkirk, N. Y.*

Apart from the earning capacity of these properties, they possess considerable speculative merit, and in some instances it is possible to resell them in the near future at a good advance over present prices. We would like to have an opportunity to demonstrate to those who are unfamiliar with the subject the ways of making money out of West Side Realty investments without taking the slightest risk.—*Slawson & Hobbs, New York, N. Y.*

Looking for a snap in real estate? A home? Well, you don't want to go to anyone but me. I've got it; can show you exactly what you want and at the right prices. I believe I can sell you house and ground for less than you can build the house for to-day.—*W. B. Bancroft, Atlanta, Ga.*

The man with real estate to sell should not hesitate in the least in regard to putting his proposition before the public at large. That is just what you are doing when you get it on our list. It is being demonstrated every day that entire satisfaction is the result from deals which take place in this manner.—*Southwick's, Dunkirk, N. Y.*

We don't charge you anything unless we sell, so don't be like the man who goes without his dinner to save money. For that is like trying to sell the property yourself to save the commissions.—*Southwick, Dunkirk, N. Y.*

It is worth to you all it costs to have the title of your property looked up and made perfect. In our law department we are very thorough in searching

titles. We may be the means of saving you much trouble and expense.—*Southwick, Dunkirk, N. Y.*

A hint to the wise. This is to those who do not wish to buy real estate at market prices but who would buy at prices sufficiently below the market. "Faxon's Addition to Evergreen" will be, what we term, "ready for the market" by about May 1st, 1905, that is, it will be an absolutely up-to-date, finished subdivision. The granolith walks, curbs and gutters are there now, all lots are terraced and sodded; sewers and water are available. Every lot is high, is terraced and sodded and is 160 feet deep. Remember this property is right by the beautiful Overton Park, and the Grand Park Boulevard, which is now being graded, and every indication is that it will double in value before many months.—*F. W. Faxon & Co., Memphis, Tenn.*

To sell your house and lot you need our services. Finding prospective buyers being our business, and the fact we do not charge them anything makes it to their best interest to look over our list. If your property is listed with us their attention is called to it, and in this manner the purchaser is procured.—*E. F. Southwick, Dunkirk, N. Y.*

Cheaper than rent!—Yes, cheaper than rent is our plan of building or buying a home for you. Besides, you can build just to suit yourself. If you own a lot, we require 20 per cent. down, and if we buy a lot and build for you we require 25 per cent. down. In either case, balance at the rate of \$8 monthly for each thousand dollars we invest for you, and in a few years you own your house, and the landlord does not. Don't that beat paying rent? Come and talk.—*Hatcher Brothers, Grand Forks, N. D.*

"He that waits upon fortune is never sure of a dinner."—Franklin. Neither will he own a home. Make haste and buy a lot—only two more days' sale at Sylvan Hills. There was a time when the most valuable property on Chicago Street could be had by paying the taxes. We are told this almost every day by men who do not now own a foot of property. They let the opportunity pass. Others seized it and are rich to-day. If you are wise you will profit by their experience. We offer you a lot at almost nothing, with no taxes and no interest to pay. If you should die before you have completed payments your heirs will receive the property without further cost. If you build a house on the lot within six months, a discount of 10 per cent. will be made.—*E. E. Antram, Joliet, Ill.*

REAL ESTATE



Ten dollars secures any lot, and that's really the hardest part. No hardship to pay \$1 or \$2 a week for the balance.—*W. T. B. Roberts & Son, Philadelphia.*

Own your home or pay rent?—We are not offering you land that will remain as deadwood on your hands for the next twenty years, but a home for yourself and family, which we will build at once.—*The Halley Land and Improvement Company, New York.*

Now is your opportunity, so act at once! A great financier once said he attributed his success to the fact that when others were thinking he decided, and when others had decided he had executed. If you have no money sense, follow the great financial geniuses who have invested in land adjoining that of the United States Realty Company. Take advantage of their good judgment. When they invested in land adjoining that of the United States Realty Company they used their money sense, which made them millionaires. The United States Realty Company offers you the following investment for your savings, which, no matter how small, will enable you to make an absolutely safe and profitable investment.—*United States Realty Co., Washington, D. C.*

Taking the first step is always the most important, whether it be the dearly beloved baby's graduating from the creeping class or a project involving millions. If the first step is well thought out and well taken those that follow will come easier, surer and safer. To the everyday man the investing of his earnings gotten together by hard work and economy, whether it be in a home or otherwise, is one of the most important steps of his life. He should look well into an offer before going ahead. Knowing that what we place before the public is one of the best propositions that has ever been made, we invite the keenest investigation. Buy lots at Arlington, the ideal home site.—*Fuller Land and Imp. Co., Arlington, N. J.*

Little by little the rent payer increases the landlord's wealth and adds nothing to his own. Why not reverse this? Be your own landlord. Buy what you want. We have property of every description at all prices. Can arrange terms of payment to suit you.—*Elmendorf & Elmendorf, Spokane, Wash.*

Don't be deceived into buying residence property in a location that is nothing more than a monument to misplaced investments. You don't want any man to turn over to you his unfortunate purchases when property can be secured that

is sure to enhance in value.—*Carpenter & Huggard Land Company, Crookston.*

The last ten days our number of buyers have been rapidly on the increase and we are in need of more farm property to supply them with. If you will list your property here, we will send them to you.—*Southwick, Dunkirk.*

Why we sell lots so cheap.—We buy for spot cash; try to use good judgment in our purchases; have no lazy partners with whom to share our profits; every member of the firm (there being but one) is a worker, and there is no labor performed by any of his employees that he cannot and will not perform if necessary. Add to this the possession of capital and sixteen years' experience in the House Lot Business, and you have a combination that cannot be beaten in any line of effort. This gives you the whole inside of the business.—*J. W. Wilbur Co., New Bedford, Mass.*

We sell these lots, which are 50x100 feet, at \$1 a week or \$2.50 a month, if you prefer. If these terms do not suit you, come in and name them yourself. Come in and select yourself a nice lot under the cool, shady pines, within sight of the dashing, falling and mighty waters of Silver Creek. Breathe the cool and refreshing mountain air and drink from the placid stream. It will only cost you \$1 a week or \$2.50 a month. Buy a lot which borders on the stream, from which you can coax the wary trout from his rippling haunts.—*Salem Abstract & Land Co., Salem, Ore.*

Lots selling so fast in Manito Park during the last few days that we have not had time to count them. At the last count it had passed 190.

There are many reasons why people are buying these lots. It is a great success and will be built up with nice homes and then prices will go up. The thing to do is to get your choice now for \$150 to \$250, any kind of reasonable terms. Call for a map and descriptive pamphlet of this addition and post yourself thoroughly in regard to it.—*Spokane-Washington Improvement Co., Spokane.*

When you are thinking of buying a home, whether it be a house and lot or a farm, call and see what we have; it will do you no harm even though you do not find what you want. You will be better acquainted with what property is selling for.—*E. F. Southwick, Dunkirk.*

There is no fee charged unless the "want" is supplied, and then it is so small it is not considered an expense, but a money maker on legitimate lines.—*E. F. Southwick, Dunkirk, N. Y.*

REAL ESTATE

This department for the renting and management of property offers you absolutely the best service you can obtain. We're successful at renting houses and keeping them rented, for we have facilities for reaching people most likely to be interested in what we have to offer. We collect the rents and remit them to you promptly. You'll find your houses paying the limit of their earning capacity under our management.—*Moore & Hill, Washington, D. C.*

It's a selected list. Each property has been added to is because its value is more than its price. We've sought to get control of many of these houses because we recognized their values and the fact that they'd sell quickly. We offer them to-day with a full knowledge that a great part of them will be sold before the month is out; for any one who investigates with an idea of investing in a substantial home property will buy.—*Stone & Fairfax, Washington, D. C.*

We are having considerable inquiry for city and farm property, and possibly your property will suit some of our customers. Let us know what you have to sell in Saginaw and adjoining counties, either improved or unimproved city and farm property, and we can dispose of it for you. If you want to buy city or farm property, see us.—*The Frank Lawrence Real Estate Exchange, Saginaw.*

There are hundreds of families right here in Sacramento who are living in their own home and paying for it with the same money they would have to pay for rent. You could do the same thing with your rent money. Don't you think it is time for you to start in and get a home of your own? If you do, come in and see us. We'll help you.—*Wright & Kimbrough, Sacramento, Cal.*

No family surroundings are complete without a home, and there is no reason why you should not have one now. We have a few on our list to-day that the price has been reduced below what it cost to build the houses four years ago, and you know it cost much less to build then than now.—*E. F. Southwick, Dunkirk, N. Y.*

You can buy a house and lot much cheaper than you can buy a lot and build, provided you use judgment in making a selection. The houses we are offering for sale were not built to sell. They are being sold because the parties want to make some change or are leaving the city.—*Arthur D. Jones & Co., Spokane, Wash.*

The general run of houses offered for sale are not new and thoroughly mod-

ern and most people prefer to buy a lot and build after their own ideas so as to have all the modern improvements combined with their own ideas. It is seldom that you find such a list of new and up-to-date places as the following. We know you cannot buy the lots and build such houses as these for the money we ask for them, and if you are really in search of a home in a choice location it will pay you to investigate these.—*Curtis, Carmichael & Brand, Sacramento.*

We have facilities for calling property to the attention of probable tenants that are unequalled. The department is in the charge of a man thoroughly versed in all questions pertaining to the management of real estate. We have numerous applications for houses of all sorts, for tenants look to this office, as buyers and sellers of property do, as the one most likely to meet their demands.—*Moore & Hill, Washington, D. C.*

While we have a large list of real property for sale, we have some purchasers that our property does not suit. If you wish to sell, come in and talk with us, for your property may please some of these parties wishing to buy.—*E. F. Southwick, Dunkirk, N. Y.*

To make a fair deal it's necessary to make the same requisition that the bully old ocean makes upon the stomach of a "First Voyage," it makes him give it all up—keep nothing back; makes him tell all he knows about his property, and why people should buy it. These are the requisites of an honest transaction.—*Southwick, Dunkirk, N. Y.*

It will be readily seen that by placing your wants on our list, they become concentrated with others to one center. We then classify them in their proper order and it is at this point we are able to bring the right parties and their wants together.—*E. F. Southwick, Dunkirk.*

A brief description, with prices, of some of the best places now in the market. Some splendid houses that speak for themselves when examined. Look them over with us at once.—*Pearl & Dennett, Bangor, Me.*

Columbia certainly do grow! Wonderful advance in prices of Main street property. The old Greenfield building again sold at a splendid price. That's the way it's going to be from now on—rapid and brilliant advances. Buy now. Don't wait and let the other fellow make it all. We have for sale several valuable pieces of Main street property. All rented. If interested, call us up or see us.—*Walker, Ravenel & Co., Columbia.*

REAL ESTATE

Some people do not value their money until it is gone. It will cost you nothing to come in and talk with us before you have to part with it. Save during youth and buy a home of us on easy payments and have comfort in latter years. No one is above saving, and no beginning is too small.—*Southwick, Dunkirk, N. Y.*

Acre tracts. We are just placing on the market several hundred acres of the finest land to be found in Spokane county. This land lies about one and one-half miles from city limits on the new Spokane and Inland Empire Railroad. There are several beautiful sites for residences, and with the excellent service on the Inland system it is only about a twenty-minute ride to and from the city. The only ideal residence district for the business man. Can be in his office at 8 a. m. each morning and home again at 6 p. m. We can certainly suit you. Come in and see us.—*J. J. Browne, Spokane, Wash.*

High land, slightly, beautiful. Orange and lemon trees in profusion. A section where intelligent development has utterly changed the face of the country. A place where improvements are of a uniformly high character, where every property holder is protected—nothing like it, this wonderful La Cadena Park.—*Cochran & Ridenbaugh, Owners, San Bernardino, Cal.*

If you purchase speculative real estate and mining stocks promising returns in excess of a fair rate of interest, you are not safeguarding your surplus funds; you are simply departing from the sound and conservative limits of the investment field into the wide and uncertain scope of speculative propositions. If you purchase good bonds recommended by experienced investment bankers, you will not only protect your capital, but will also participate in the legitimate growth of sound investments.—*Spencer, Trask & Co., Hartford, Conn.*

We have for sale the house and lot of John S. Verner, located southwest corner of Senate and Barnwell Streets, Columbia, S. C. One block from car line. The house has eleven rooms, with two bath rooms, with modern conveniences, and lighted by electricity. It has high ceilings, broad halls and piazzas. Barn on premises. Mr. Verner desires to sell to reinvest in country property. This place is beautifully located and is in one of the most desirable neighborhoods in the city. Can be bought on easy terms. For further particulars apply.—*Walker, Ravenel & Co., Columbia, S. C.*

Have you seen those big lots on Ship-

REAL ESTATE

man's subdivision Hamstramck? If not, you better hurry, for they are going fast. We give you a lot 120-foot frontage for \$500, 60-foot frontage or \$250, including cement walks, water, shade trees and sewer; \$5 down and \$5 per month, and will build for you when \$100 is paid in. These lots are in the growing section of the city and within walking distance of the many factories around Milwaukee Junction, making you one of the best investments of to-day. Come out and see for yourself. Take Chene Street car to railroad crossing, cross the track, and there is our big sign directing you to the property. Agents on the ground Sunday.—*Underwood & Innis, Agents, Detroit.*

If you propose buying fruit land in the Kootenay, why not buy the best? Robson is the cream of the Kootenay. Robson is one of the very few districts in the Kootenay where you have rail and steamer transportation, telephone and telegraph, post-office, with daily mail service, sawmill and brickyard. Plans are now under way for the erection of a church and school house. Have you seen our new Robson map, showing subdivision of 3,500 acres? Let us send you a copy of it with our illustrated booklet. They are free.—*McDermid & McHardy, Nelson, B. C.*

Terms easy. Every one can buy farm lands. Farm lands for sale in a splendid district in Manitoba, only ninety-five miles northwest of Winnipeg, ten miles from old settled district. Railroad nearly completed which is within from one-half to two miles from land. Good water and lots of wood. First class hay land, \$4.50 up. First class arable land \$8.00 to \$10.00. Terms, one-fifth cash; balance nine years at six per cent. For full particulars address *F. H. Hes-son & Co., Winnipeg, Can.*

If you want a home in Winnipeg or vicinity see us. We sell six different term contracts. Easy monthly payments and without any hardship. Why pay rent to a landlord when you can pay rent to yourself and lay the foundation toward independence and perhaps wealth? We buy the lot if you don't own one, or we will build on your lot to your own plans. Make application now for spring building. Call, write or 'phone us at once and learn our terms of contracts which are within the reach of every one.—*Provincial Contracting Company, Limited, Winnipeg, Can.*

We buy, sell or rent or exchange any kind of real estate. We make money for our clients. Titles guaranteed.—*Hugh A. McKinnon, Winnipeg, Can.*

## INSURANCE

"No," said the beautiful widow, "I couldn't sleep for weeks after my husband died."

"How pitiful," put in her sympathetic friend.

"You see, I had mislaid his insurance policy, and for a while I was really afraid I'd never be able to find it."—*Chicago Record.*

Cash counts, particularly just after you have burned out. If you are insured here you will get a fair adjustment and prompt payment.—*Dow & Pinkham, Portland, Me.*

After the fire the safe and its contents may be found uninjured. But if there is no fire insurance carried the saving of the safe may be of no importance. Let your forethought be better than your hindsight. Insure at once, and avoid all chance.—*Mitchell & Shrewsbury, Parkersburg, W. Va.*

If a man needs life insurance he cannot afford to delay putting the contract in force. Statistics show that the average man has eight chances of dying to one that his building will burn, and no prudent merchant will delay even for a day protecting his building and merchandise against fire.—*F. L. Westover, Bay City, Mich.*

If you get sick or accidentally disabled and cannot work, will you have any money for yourself or family? If you cannot work won't you get behind with your bills? For your own protection it will be a good investment to take an Accident or Health Policy in the Pacific Mutual.—*Pacific Mutual Life Ins. Co., Los Angeles, Cal.*

How long is a jiffy? A little longer than it takes you to read this, but no longer than it takes us to deliver any order intrusted to our care. Not only do we pride ourselves on the quality of our insurance, but also on the promptness and care with which orders are filled.—*John P. Slade & Son, Fall River, Mass.*

Saved every life.—It is fortunate to be able to save life in case of fire; but what if it had been different? Who would have looked after your dependents? How about the loss of your property even if your life is saved. Don't you realize the inestimable value of insurance with this office?—*J. C. Rudd Son & Co., Owensboro, Ky.*

Don't delay nor wait till your property

is on fire before insuring. "It might have been" are sad words for the man who sees his all reduced to ashes without knowing where to turn for relief. Remember that your friend in need is an insurance policy. We are ready to write you one at any time. Only good companies represented.—*Jas. A. Davidson, Parkersburg, W. Va.*

It's the same old story with so many. They do not think seriously of fire insurance until the property is destroyed. Then there is nothing to insure. Why not take time by the forelock? Rates are not reduced by procrastinating. To-day is the day for securing a policy. To-morrow may bring a fire.—*Mitchell & Shrewsbury, Parkersburg, W. Va.*

A good New Year resolution is without value unless carried into effect. Neither is an insurance policy of value without it is carried by a company of the highest standing. Only experienced and reliable agents can represent the best companies. That is why you should have us transact your insurance business.—*Sage, Burgett & Co., Mobile, Ala.*

Fire has no effect on a man's business if he carries sufficient insurance to cover all loss. And it's a good thing to be able to say when the flames are eating up your property that it's covered by insurance.—*J. Henry Brown, Woodstock.*

Many causes may be responsible for the burning of your building, but you alone are responsible if you lose in case of fire. We provide insurance that protects you from loss. The cause is not the question—the protection is what you want.—*S. A. Allen & Son, Westfield.*

The fire alarm gong or the dark cloud in the sky need have no terrors for you if we carry your insurance. The manner in which these disasters are increasing has demonstrated the fact that insurance is the only protection you can get against them. Don't wait until to-morrow. Do it now. Call us up and we will call and see you.—*Wallace & Corry, Springfield, Ohio.*

INSURANCE

Did it ever occur to you that there must be a reason why so many people recommend our health and accident policies? It's this way.

We pay all claims promptly and without any fuss. Call at our office and get list of 53 claims that we have settled since January 1.—*Lovier & White, Rome.*

It's easier to pay a small premium than to suffer a heavy loss by fire. Insure to-day with *Hickman & Johnson, Knoxville, Tenn.*

Look out for the horses when the fire bell rings. Look up your insurance before it rings again. Come and get one of our household inventories and insure with *Lansing Insurance Agency, Lansing, Mich.*

Your wife? Is she provided for in case you meet with misfortune? This is a serious matter. Take it up to-day and make application for a policy in the *Prudential Insurance Co. of America, Trenton, N. J.*

Let us take your risk? If your home or household effects are not insured you are taking a risk that may mean the possible loss of years of striving and saving. It may have been your good fortune never to have had a fire—but who can tell when one will occur? 'Tis better to be safe than sorry—better to have the protection of a high grade company than to take your own risk. If you cannot attend to this at once, drop us a postal or call phone 3326 and a representative will call. Do not delay—act now.—*Chas. Wilson & Co., New Haven.*

Woodruff & Son have facilities not surpassed by any other agency in Lexington for writing all classes of fire insurance—and, remember, there is not a company in our office that is not as good for any contract they may make as any bank in the city is for a dollar bill. We will have no other kind. We solicit your patronage and assure you of fair treatment and prompt settlement in event of loss.—*Lexington, Ky.*

If a man entrusts the sums that he is able to save out of his yearly income in trained and experienced hands, he has no occasion for anxiety. If his investments take the form of insurance, while his immediate income is deferred, he has the satisfaction of knowing that those dependent on him will reap the benefit of his care. If he selects an endowment policy, he simply waits until the term has expired, when he will reap the full

advantages of his savings. The sums requisite for quarterly or semi-annual payments are so small that they are hardly missed yet their aggregate importance, when accumulated for a long term of years, is extremely great. The habit of thus putting aside at regular periods the sums essential for the payment of a policy becomes a second nature as time goes on.—*C. Walker Hills, Rockland, Me.*

Is your property, household goods or stock of merchandise insured? A policy of insurance covering loss by fire saves a man much humiliation and embarrassment in case of fire. The cost is trifling compared to the benefits to be derived. Let me figure with you. You will be surprised when you know how little it costs.—*R. M. Morton, Windsor, Ont.*

Fire insurance. The methods of the various companies in settling their losses appear to us of the first importance to buyers of insurance policies. Insurance is preeminently a business founded upon good faith, and a policy to be worth anything must be good under any and all circumstances. An insurance company which meets its obligations under ordinary conditions, but which in the face of extraordinary losses endeavors in every way to evade its just obligations, is not the company which the thoughtful and conservative business man will choose to indemnify him against loss. We represent only companies that pay their losses under all circumstances.—*G. A. DeLong & Co., Lexington, Ky.*

Insurance solicitors—Your living expenses have increased greatly, but the Armstrong law has decreased your income. Our contract and proposition enable you to more than double your previous high contract income mark. We give you an opportunity to earn more than a bare living. You get paid for the production, large or small. Investigate. The truth will convince you what others are doing you can do. Insuring public—A Southern insurance company, officered by Southern men and backed by Southern money, offers you the most attractive protection proposition to be found. Policies are liberal and fair, safe, sound and conservative, guaranteeing attractive investment features, and protection for wife and children in case of the death of the insured. None better to be had. Give our agents a hearing; they will interest you.—*The Southern States Life Insurance Co., Montgomery.*

#### INSURANCE

## FEED

Hungry horses are poor and unsatisfactory workers. It pays to feed well and use good feed. Buy it from *Simon & King* and note the satisfactory smile on your horse's countenance.—*Simon & King, Crowley, La.*

Resolutions by the Barnyard Convention.

The horse and donkey said "that the corn, oats and hay from Agle's was the best ever," the cow said "their chop-feed, bran and middlings are rich and delicious," and the hog and sheep said "'tis all true, for we have tried it," and the rooster chipped in here and remarked "that they keep everything a live chicken wants down there. Why, they have wheat, rye, coarse meal, cracked corn, grits, beef-meal, bone-meal and the finest poultry foods."

It was Resolved, That the master be instructed to purchase his feed from *Geo. Agle & Sons, Bloomington, Ill.*

One poultry man says his hens have laid 50% more eggs during the past year than they did one year ago when he was not feeding our prepared Alfalfa cuttings regularly. We know from his experience and from tests we have made ourselves that no more perfect hen ration can be made. If you are interested in increased egg output you had better give this feed a trial. Low prices to tempt your orders.—*Lathrop's, Rochester, N. Y.*

You won't have colicky horses if you mix a little of our prepared horse food in with the daily rations. Contains conditioner in just the right proportion to do your horse good. Prepared by an expert veterinary who has made a long study of the effect of foods on horses. Come in and get a liberal free sample.—*Baker's Feed Store, Buffalo, N. Y.*

Particular Wheat Buyers! Here's your chance! I have some chicken wheat—got 250 sacks from Oregon—extra good—large, plump, clean, gold colored kernel. A pound goes nearly as far as 24 ounces of the common run.

It is a big bargain—not in the price, but in the quality.—*Cutler, Eureka, Cal.*

Mixing good feed for all domestic animals is a trick we have learned. Come to this store when your supply is low.—*Hay Market Feed Store, Lowell, Mass.*

Feed for poultry, horses and cows you will always find in this store. No other feed merchant in Binghamton has had as long experience as we have in feed mixing—we keep chickens and feed horses and cows ourselves—we know what they require to keep in good condition.—*Matthews, Binghamton, N. Y.*

Laying food for hens. Nothing better than our "Hen Mix." Sell it in 5, 10, and 25 lb. lots, and guarantee the quality. Hundreds of letters from poultrymen testify to its worth.—*Star Feed & Grain Co., El Paso, Texas.*

Your horses can't complain when you are giving them feed which does not satisfy, but when you give them Page's feed they will express their satisfaction by doing better work, keeping in better condition and looking better. We look to quality in preparing our feeds and long time users testify as to our success. *Page's Feed Store, Rochester, N. Y.*

Ever buy ready mixed feed for laying hens? No matter whether your experiment proved a success or not, we know that you will be satisfied if you try our hen food. Just the right ingredients for egg making. We'll guarantee an increased egg output if you will follow our directions and give your hens proper care and attention.

Bargain lots of feed should not interest you unless the reputation of the dealer is good and you recognize real quality in the feed. Several cars of feed now on our siding. We want to unload them and are ready to show you a bargain—price and quality both right.—*Fulton & Co., Elmira, N. Y.*

Don't forget that when you want the best and cheapest horse feed, one that will put your horse in good condition and keep him there, that we sell it—that we sell more of this one kind of feed than all others put together and that it has never failed to give satisfaction wherever it has been given a fair trial.—*Wm. M. Povel, Chester, Pa.*

Buy feed for your cattle with care. Anything is not good enough if you expect your horses to keep in good working condition, your cows to keep healthy and give good milk. No siftings or dirt mixed in with the feed you get here.—*Grange Store, Newburgh, N. Y.*

#### FEED



## GROCERIES—FLOUR

Sylph flour in plenty now ready.—In our announcement the other day concerning the supply of Sylph flour we promised a plentiful supply in a few days. That promise has now been fulfilled. Five carloads have arrived and more is on the way. Our plans comprise orders for the delivery of two carloads a day until further orders. From the rate at which the sale of this superb flour is increasing we do not expect even to reduce these orders, but rather to make still heavier demands on the mills.

We owe the public an apology for allowing ourselves to run out of Sylph flour, since we made such exhaustive tests before advertising this flour that we knew it to be the very best. We should therefore have anticipated the demand. However, we are proud of the record that Sylph flour is making and will not allow ourselves to run short in the supply again. We repeat what we have so often said, "Sylph flour is the best, without qualification."—*Day & Bailey Grocer Co., Memphis, Tenn.*

Gluten goodness. The truly nourishing part of flour is the gluten and phosphates. These are often lost, or impaired in the process of milling, but they are preserved in the highest efficiency in Angelus flour which we mill, by a special process of our own, from the best hard spring wheat. That is what makes Angelus flour so rich, and enables it to yield the purest, whitest, most fragrant and wholesome bread and biscuit ever eaten by mortal. If you have not yet tried this flour there is a great treat in store for you.—*Thompson Milling Co., Lockport, N. Y.*

A substantial foundation upon which to build a good, healthful body and a vigorous mind is in using discretion as to the bread your family consumes. This is the main article of food and for that reason should be of the best quality. To get that best quality all that is necessary is to insist upon your grocer sending you Elect Flour.—*B. B. Busby Co., Memphis, Tenn.*

About a year ago we thought we were doing well to sell one hundred barrels of Henkel's flour each month, but since the ladies have learned what excellent light bread and delicious pastry can be made with Henkel's, we are selling over

1,000 barrels a month.—*Newell & Truesdell, Binghamton, N. Y.*

Boyer's "Silver King" Flour at four dollars a barrel.—This most excellent flour is the housewife's pride. We get all kinds of compliments about it. This special price is for strike times and may help out where "economy is the law."—*Boyer's, Scranton, Pa.*

How can we emphasize sufficiently the goodness of Henkel's, so that you will order a sack, next time in preference to any other. Henkel's flour is so good for bread, biscuits and pastry, that many housewives will use nothing else after trying Henkel's.—*Newell & Truesdell, Binghamton, N. Y.*

Sylph flour makes biscuits better than the best king on earth is entitled to, and pastry that would melt the heart of the most critical queen.—*Day & Bailey Grocer Co., Memphis, Tenn.*

Best flour on earth is our best flour. There is none made anywhere that is superior to it in any respect. It makes the finest, flakiest, whitest bread; the lightest biscuits, the most brittle and appetizing pie crust; the most superb cake. Try it and you will be convinced.—*The Globe, Peoria, Ill.*

It is bound to strike you that there is better flour than that you have been using when once you see the results obtained by your neighbor who bakes with the Royal Gem brand—less flour, more and better bread indicate the cause of your dissatisfaction. Why not follow her wise example and use Royal Gem flour?—*Perkins Grain and Milling Co., Sacramento, Cal.*

Dickson's Best Patent Snow White flour is wholly unlike any other flour ever milled. It's better, unquestionably better. No other brand imparts to the bread a taste so appetizing; no other makes lighter or more wholesome bread.—*Dickson Mill and Grain Co., Scranton.*

There's a best in everything and the best of bread is that made from Olympic flour. We don't claim Olympic is best without having good grounds to make our claims on. No other miller gives the close expert attention to the details of flour manufacture that we do. Our machines are new and modern and use only the best Washington wheat.—*Portland Flouring Mills, Spokane, Wash.*

GROCERIES—FLOUR

Spring wheat flour makes wholesome, nutritious bread. Winter wheat flour makes light, white, delicious bread. Neither makes perfect bread, but Beaver flour, a blend of Manitoba spring wheat, and Ontario fall wheat in the right proportions of each, makes perfect bread—whitest, most inviting and nutritious. Beaver flour will make your baking successful.—*T. H. Taylor Co., Charlottesville, Can.*

A perfectly "balanced" flour is one which contains the greatest amount of nutriment in its most easily digestible form. No single variety of wheat will produce "well balanced" flour. It requires the careful selection of different kinds. The makers of Royal Household flour have more than a hundred elevators scattered throughout the greatest wheat growing country in the world, which enables them to secure the very pick of the wheat that will yield perfectly balanced flour. The kind of flour that produces the best, the largest and strongest loaf. The loaf which contains the greatest amount of bone, muscle and brain-making protein and the lowest percentage of waste. Royal Household makes bread which reduces the labor of digestion—and gives greatest nutrition for least stomach effort. It's the "balance" in flour that makes bread easier to digest and gives it many other qualities which are usually attributed to other causes.—*Ogilvie's, Quebec, Can.*

It is very strange "to say the least" how the people appreciate a good thing. If you want to know where you can find a good thing in the way of a bargain, just simply follow the crowd to the Plymouth Public Market next Saturday and see for yourself. On Wednesday of next week we shall have one of the greatest bargains in flour that Plymouth ever saw. For that day only we shall sell one of the nicest flours on the market for 69 cents per bag. Come early and get the whirlwind before it is too late.—*Plymouth Public Market, Plymouth, Mass.*

It isn't "knack" that makes the bread and rolls good, it's good flour, such as "Ceres" Flour. You can always count on turning out the lightest, sweetest, purest bread and rolls and the most delicious cake and pastry when you use "Ceres" flour. It is the real quality flour—the flour that is recognized as best by all competent judges. Try "Ceres" the next time you bake. Your grocer will supply you with "Ceres" flour. Refuse substitutes.—*Wm. M. Galt & Co., Washington, D. C.*

The house of quality. The Delmonico invites every housekeeper in Savannah—regardless of where she usually trades—to take advantage of its enormous line of delicacies. You are sure of quality when you buy here—there is no element of chance—but an unquestioned certainty. Many food products cannot be judged until they reach the table, hence it is desirable that you be certain of the quality of things making your feasts. That certainty is yours when your foods come from Savannah's pure food store. Our service is replete with all pleasure-giving features. Our prices are just as low as goods of the same quality can be sold. It's real economy to use pure foods—it's folly not to use them when they cost no more.—*Delmonico Co., Savannah, Ga.*

Royal Household flour. Your protection comes from us. We make it, know its goodness and guarantee it to both you and the grocer. It is always sold under our name and trademark, so you cannot go wrong. Ask your grocer for Royal Household flour. It's the key to better living.—*Ogilvie Flour Mills Co., Ltd., Montreal, Can.*

The Levy Grocery Co. undersell all others. Just received new and complete line jellies, preserves, etc., in glass jars. Fresh comb honey, one pound squares. Best goods at bottom prices.—*El Paso.*

Our grocery sales are always on the increase; each month has been better than the last. If you are not already dealing with us you do not know how well we can please you in quality and satisfy you in quantity. We look after the buying end so well that when we send out orders we are sure we can please. Prompt delivery.—*The Carrow Cash Market, Ottumwa, Iowa.*

Germ and weevil proof graham flour, pancake flour, entire wheat flour, rye flour, self-raising pancake flour, white corn flour. Prepared by the celebrated Everett process. We do not hesitate to recommend these flours to make the most delicious bread and cakes and to be superior to all others, every package contains a little book of recipes. You get a profit dividend certificate with every purchase.—*McKinney & Co., Binghamton, N. Y.*

Every one's favorite. There's no flour that has such a strong hold in the homes of Washington as Olympic flour. Its splendid bread-making qualities have won for it this position of trust.—*Portland Flouring Mills Co., Spokane, Wash.*

GROCERIES—FLOUR

## PAINT

*Old Uncle Ben wanted to have his portrait painted. "Surely that is a very large sum," he said when the artist named the price.*

*The artist protested and assured him that, as portraits went, that was very little to ask. Uncle Ben hesitated. "Well," he said at length, "how much will it be if I furnish the paint?"—Lippincott's.*

Mr. Farmer, brighten up your wagon, tools and buggies. Sherwin-Williams wagon and implement paint for wagons and tools. Sherwin-Williams Buggy Paint for buggies. Things well painted show prosperity. You are prosperous. Use paint. Get it from us. All kinds. Glass, too.—*The Lawrence Paint Co., Binghamton, N. Y.*

Surprising how quickly you can change the entire appearance of furniture by the use of the Adelite preparations. Brush it over with Adelite paint and varnish remover—let it stand four minutes, and you can wipe off the old finish with a cloth, clean to the wood. Then apply Adelite one coat finish—just once over with a brush completes the job—gives the dull beautiful finish of oak, rosewood, mahogany—whatever wood you choose. Easy to do, perfectly simple—results are sure to please you. Adelite remover costs 45c a can; Adelite finish, 60c pint. Brushes from 10c up. See samples at the store.—*P. H. Matthews' Paint House, Los Angeles, Cal.*

Beauty is only skin deep, but it isn't only the thickness of the skin that makes it. It's the kind of paint and the way it's put on that makes the Sherwin-Williams aluminum paint the leader of all others. S-W. aluminum paint can be used on either wood or metal surfaces. Has no offensive odor. Withstands extreme heat or cold. Does not discolor. Very durable. Paint man claims he wouldn't sell the S-W. aluminum paint if it wasn't the most satisfactory to use.—*Lawrence Paint Co., Binghamton, N. Y.*

Poor paint is no better than no paint and costs almost as much as good paint. "Collier" pure white lead is the paint that best combines reasonable cost with highest qualities.—*Collier's, Denison.*

Paint for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture

for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.—*Peck's, Spokane, Wash.*

A Stain That's Not a Blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircases—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.—*The Como Co., Great Falls.*

Do it up brown. This is a good time to stain the floors. In the summer the rooms are cooler without carpets. Stain the floors any color to harmonize with the woodwork and put down rugs.

The line of wood stains here is complete. There's a great variety of colors. Each is complete in itself, requiring no varnish.—*J. H. Lamb, Grand Forks.*

Paint man said paint was bad. Bought torch—painter's torch—from us to burn off. Don't have to burn off Sherwin-Williams paint. Never peels, blisters or chalks. Always reliable.—*The Lawrence Paint Co., Binghamton, N. Y.*

Porch comfort in this climate is as essential as house comfort. Make your porch look inviting by repainting the chairs and seats. We recommend carriage paint for porch furniture. It is inexpensive, easily applied and gives that glossy finish so desirable in outside furniture. Comes in eight colors, besides black and white. Half pint, 40c; pint, 60c; quart, \$1.00. Brush to apply it, 25c up.—*P. H. Matthews, Los Angeles, Cal.*

Lots of compliments yesterday on the appearance of our new wagon, just out. Have you seen it? Let us advise with you what it advertises—paints—for all kinds of good painting.—*The Lawrence Paint Co., Binghamton, N. Y.*

PAINT

Fix that "scratchy" bath tub. It's an extremely easy matter to make it comfortable. You can do it yourself at a cost of next to nothing. Just give it a coat of Harrison's bath tub enamel. Made just for the purpose. Resists the action of hot water; gives a tub a smooth, durable surface, eliminating all the scratchy spots. A pint is enough to cover a tub thoroughly.—*P. H. Matthews Paint House, Los Angeles, Cal.*

It's mere child's play to apply our paints and make your house look slick, span, new and clean, and there is nothing as clean as new paint.—*Hjerpe & Munson Co., Galesburg, Ill.*

Makes home cheerful. Ladies, improve the complexion of your houses, inside and out. It's remarkable what a single coat of house beautifier will do in brightening up the house itself, the occupants thereof, as well. So in offering you a choice of many colors and shades of Al paints, we're trying to better your house, make more cheerful your household.—*A. B. Dure Co., Mobile, Ala.*

Paint man quotes: "Little drops of water, little grains of sand, make the mighty ocean, make the mighty land." Have you ever seen unusual paint in bottom of pail? It's good money wasted. Every drop of Sherwin-Williams paint can be used. It counts too. Helps keep pocketbooks fat.—*The Lawrence Paint Co., Binghamton, N. Y.*

A man who knows about paints—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish. Mixed for outdoor or indoor use.—*Tanner Paint and Oil Co., Richmond, Va.*

Insure your porch against decay by using paint that protects. Paint is cheaper than lumber and repairing bills and a heap quicker. Two coats of paint a year will make a porch and steps last ten years longer. Paint that is walked on, scrubbed and cleaned and exposed to the weather must be good paint.—*The Stambaugh-Thompson Co., Youngstown.*

Pure prepared paint is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.—*Barrett-Hicks Co., Fresno.*

Hot weather is good time to paint. Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results.—*Patterson-Dick Co., Fresno, Cal.*

Is beautiful, durable and inexpensive. Let us tell you how to make your home attractive, inside and out without a big pocketbook. Ask for color cards, booklets, facts and prices.—*Lowe Bros., Joliet, Ill.*

Paint it. Step off and take a look at your home. Doesn't it need painting? This is the time to have it done and there's no better paint to use than Crescent paint. It stands the climate, looks best and wears longest.—*Euler's Paint Store, Denison, Tex.*

Our B. P. S. carriage, buggy, and wagon paints are made with the same care, of same materials as the house and other paints, which means the use of the best material to be had, prepared by experts in the business. The carriage and buggy paints are easily applied, have a fine, hard, and durable finish, will look well, wear well, and give you entire satisfaction.—*W. B. Miller & Son, Springfield, Ill.*

A few reasons why Diamond wall finish is better than any other finish on the market. Any number of coats can be applied over each other and will not crack or scale, thus avoiding the expense of washing the walls. Diamond wall finish can be applied on wood, brick, canvas or papered walls and ceilings. Won't harden in the pail. Mixed for use to-day, can be used to-morrow or next week, an important item regarding expense. Free from poisonous matter and has strong disinfecting qualities, thoroughly sanitary in every respect. Sold only by *J. B. Donovan & Co., Baraboo, Wis.*

Good results is what everybody is striving for, no matter in what channel of activity it may be. If you are after satisfactory results from the use of paints, success will crown your efforts if you insist on getting the Imperial ready mixed paints, for which we are the exclusive selling agents in this city.—*Tuttle Paint & Glass Co., El Paso.*

PAINT

## VEHICLES

Buy a new rig this spring—don't cost as much as you expect if you come here. Come down any time and we'll show you through our repository.—*Kenton Carriage Co., Kenton, O.*

Ride on rubber. That's the "easy" way. Now pick your rig while we have a full line of the swellest new effects on display. If you're going to buy a carriage, get a surely good one. That's the only kind we sell—and we warrant we can give you more carriage elegance, comfort and real worth for your money than you can get anywhere else. No heavy prices to pay, if you buy of us.—*W. F. Whiton & Co., Bangor, Me.*

In the springtime you think of riding or driving. Then you ask where to get your outfit and get the best. Ask those who know and they will tell you that Broyles, McClelland & Lackey Co. carry the best line of buggies, surreys, road wagons, etc., and manufacture the best harness to be found anywhere. Come and see before you make your purchase, then you will be of the same opinion. Maybe you think the horse doesn't know when his collar fits and when it doesn't. "Horse sense" enables him to tell the difference at a single "try on." Make sure you have the right sort by buying horse collars and every other kind of horse equipment of us.—*Broyles, McClelland & Lackey Co., Knoxville, Tenn.*

A carriage body of correct style and shape on running gear that is strong, easy and durable—that's the sum and substance of a good vehicle. And such are numerous here.—*Howard Miller, Mansfield, O.*

It is lost on some men to say that the body has oval edge-irons, concave seat risers, ash sills and poplar panels, screwed, glued, plugged and mitred at the corners, and has full length steel rocker plates. They are necessary details of a really good vehicle, however, and prove their presence by wear.—*W. S. Bruce & Co., Memphis, Tenn.*

The pleasure, to say nothing of the pride of owning a carriage of your own, is a dream which is realized in its fullest extent only when we have supplied the carriage. The selection of a buggy is an important undertaking. A good buggy costs too much money to be purchased indifferently. A poor buggy

costs too little money to be bought at all.—*W. H. Rowerdink, Rochester.*

Need a carriage?—You can get one here much below the regular price! Simply because we need more room in our establishment. The driving season is well under way, and you ought to have the best possible vehicle in order to get full enjoyment out of the season!—*W. C. Smith, Richmond, Va.*

A long drive can be taken in comfort when you are seated in one of the light and easy runabouts that you will find in our large assortment of high-class vehicles. The increasing popularity of these vehicles for road use is shown in the many that we are selling and the reasonable prices we are asking.—*E. W. Davis Carriage Co., Colorado Springs.*

There's just as much difference in carriages as there is in horses, more, perhaps, and besides carriages get out of style quicker than horses. If you own a good horse don't be satisfied with any old carriage.—*Kirby & Hicks, New Bedford, Mass.*

You hate to say "Whoa" when you are riding in one of our rigs, behind one of our smart-stepping teams. We can furnish high steppers, safe teams for the ladies to drive, or a pair of reliables that will take you safely over the worst imaginable roads.—*R. M. Carter & Co., Crowley, N. Y.*

There are days when carriage buying fills the minds of those who realize that better opportunities await early comers. Our repository offers anything you may want in a vehicle.—*Smith, Watkins & Co., Lexington, Ky.*

A horrible accident may be averted by getting your carriages from the *White Hickory Wagon Mfg. Co., Atlanta, Ga.*

Rarely has there been such an ideal summer for driving—cool enough to make even the street inviting—and rarely have we ever shown so many handsome summer vehicles—victorias, phaetons, surreys, station wagons, spiders, traps, runabouts, buggies—rich, restful, graceful, with every item carefully thought out and faithfully executed. Prices run along from very modest figures to where your fancy calls halt—vehicles ready to deliver or ready to trim and paint to your order.—*Studebaker, New York.*

VEHICLES

Buggyology. A new science whose chief center is now in Columbus, Ohio. Briefly, buggyology may be called the science of buggies, or more exactly the science which will enable the prospective purchaser of a buggy to learn just how much of value there is underneath the glossy finish. It is a difficult study, for there are so many would-be professors who find it profitable to mislead earnest students. Buggies consist of wood, iron, steel, leather, cloth, carpet, rubber, paint and varnish. There is great chance for variation in quality in each of these lines. The spokes may be sawed oak instead of split hickory, and cross-grained spokes are common and have cost many lives. Iron may be used instead of steel, etc., etc. The paint and varnish, when skilfully applied, may be like charity—cover a multitude of sins of omission and commission in construction. Of course, experience may be the best teacher, but most people object to paying the high salary this teacher demands. There is one sure way of learning all the points of buggy construction. Buy a Columbus Buggy Co.'s vehicle. It is the best made, best in wood, best in steel, best in leather, best in trimmings, and best in workmanship. There are no sins to cover up.—*W. S. Bruce & Co., Memphis, Tenn.*

The race is on! The staying qualities of the carriage or harness that is made upon honor, that is made as good as it can be, that is sold as low as it can be, wins every time. That is why our business in these lines increases so rapidly, and why we carry the high-grade vehicles and harness that we do.—*W. C. Landon Co., Rutland, Vt.*

Ride in our rigs and you'll agree with us that they are the easiest riding rigs made. We expect to sell more rigs this season than we ever sold before. The good people are finding out where they can get the best rigs for the least money.—*Kenton Carriage Co., Kenton, Ohio.*

Seasonable carriages, built to wear. Examples of our own hand-wrought runabouts in several smart styles now on our floors. Business wagons, grocers, milkmen, laundrymen, carpenters, bakers, butchers, florists and others.—*Chas. H. Childs & Co., Utica, N. Y.*

We have the largest and most varied assortment of fine carriages on exhibition, finished completely and ready for immediate use, to be seen in the United States or anywhere else in one building. Our stock embraces every recent style that fashion and utility have created, for town and country, park, road and horse show. If some beautiful or ap-

propriate carriage has won your admiration and you are in search of one like it you may be sure of finding your ideal here.—*Van Tassell & Kearney, New York.*

No use in buying a new rig unless you buy a good one. If you come here you'll get a rig that will suit you in every way.—*Kenton Carriage Co., Kenton, O.*

Don't take our word for it; but convince yourself by careful comparison where you can get the best vehicle for your money.—*Parrott Carriage Mfg. Co., Los Angeles, Cal.*

A smart outfit is possible at comparatively small cost—if the person who buys is careful of the selection. The discerning come to us because they like the style of our well-made vehicles! The best material, artistic judgment and expert workmanship combine to give our products their excellence.—*Ainslee Carriage Co., Richmond, Va.*

An afternoon drive is as pleasant a way of spending the time as one could find. We should like to satisfy your carriage wants. We are particular to sell only stylish and durable carriages.—*Graham-Cope Commercial Co., Redlands, Cal.*

Windproof winter carriages. Of course, you know that winter air is good for the little people, provided they are kept out of a draft. We have a choice line of hood carts in which the tops tip further forward than is usually the case, and the space between the lower edge of the hood and the carriage rim is protected by a special curtain. Such vehicles are shown in reed and wooden bodies. In warm weather the hood may be closed up, buggy-top fashion. They are commonsense vehicles throughout.—*C. F. Wing, New Bedford, Mass.*

Right Running Rigs—that's our aim. Every carriage or wagon we turn out is tested our way and the requirements are not easy to meet; come and inspect this year's models of good rigs for service and style.—*Morton, Denver, Col.*

Like the old one hoss shay our carriages are built to last. Our "old hickory" buggies are made from the bottom up of the best seasoned wood and there's full quality and fine workmanship in every detail. Call here when you want a carriage bargain.—*Smith's, Rochester, N. Y.*

Take a ride in a carriage built by Hinds. You'll say you never enjoyed a ride more. We make our rigs right—right for comfort, right for wear, right for price.—*Hind's, Syracuse, N. Y.*

VEHICLES



## HARNESS, BLANKETS, ETC.

"Jingle, jingle, Bells; jingle all the way; O, what fun to ride and sing in a one-horse open shay." We have the finest line of sleigh bells in all New England. They are awfully jolly, and there is nothing more delightful than speeding over the snow to their rhythmic music. If you go without the bells they are likely to fine you, which isn't agreeable any way you look at it.—*Clapp & Treat, Hartford, Conn.*

B-r-r-r! One who uses horses must have the right things or, better, he must have the things right. The Wanamaker complement of robes, heaters, plumes, chimes and all things needed on the white highway is about full. The lap robes, in prices ranging from \$4.25 to \$75, are splendid to look at and thorough wearing. The finest badger wolf furs—warm as a house and very good looking, \$75. The Siberian dog robes, in rather more noticeable colors, cost from \$30 to \$45. The Galloway cow robe is something short of a radiator—so warm—\$26. The goat skins come at \$12.50. There is an especially large display of plush robes at prices ranging from \$4.25 to \$50.—*Wanamaker, Philadelphia, Pa.*

This \$35 harness is a style that is most popular with drivers for runabout or light buggy use.

Always a good looking harness, all hand stitched, easy to take care of and satisfactory for all light driving.—*Wanamaker, Philadelphia, Pa.*

Carelessness causes many accidents. It is criminal carelessness to drive an old harness until it causes an accident. Throw away that old harness you are driving, and let us sell you a set of fine double or single driving harness. It may save you an accident.—*Black Bros. & Co., Crowley, La.*

Harness that is right in style, quality and prices can be had here. You can secure good values and goods that will give the purchaser mutual satisfaction. All the little odds and ends required by the horse owners can be had here in good

variety.—*Weber Harness and Shoe Finding Co., Walla Walla, Wash.*

People who are particular about the kind of a horse they drive should also be particular and get one of our hand-made harnesses. We will make one to suit the horse and you, too, for little more than a ready-made one will cost.—*W. H. Wise, Colorado Springs, Col.*

Blanket warmth for the horses.—We plan to provide blanket warmth for the equine as well as the human family. For a few days we are making it profitable for you to provide for the horse's comfort. On every number we mention there is a liberal saving.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A story in four chapters. Chapter I.—We will sell you a bona fide, well made, imported English saddle, at prices that will astonish anyone who knows the value of saddles of English pigskin and English make. Chapter II.—We want you to call and look over a line of light buggy harness that we have just made up. They excel anything in the way of harness ever shown in this city. They are hand made, up-to-date, of the very best oak-tanned leather and the price is right. Chapter III.—We have been selling during the past week a suit case at \$3.75. It is a dandy and worth a great deal more, for it is made of good leather and not imitation. All goods sold by us are honest in quality. Chapter IV.—The story of the trunks as told in this chapter should interest everyone. As it is of our own make you can get nothing better. The finest line of Mexican art leather goods in the city.—*W. H. Wise, Colorado Springs, Col.*

A horseman's life depends in a measure upon the sterling goodness of the harness he buys. Our harness is made in our own factory, the work being turned out under the watchful eyes of a celebrated horseman—Mr. Comerford. It is thoroughly dependable harness, combining every good feature that should enter into harness making.—*Macy's, New York.*

HARNESS, BLANKETS, ETC.

## HARDWARE

Topsy turvy sale of tinware. Our house furnishing goods buyer has just received a solid carload of high grade tinware; there's almost every wantable kitchen utensil represented in the lot; these goods were purchased far below the market price and go on sale at figures that seem almost ridiculous; you can judge all our prices on tinware by the following.—*Zenith, Duluth, Minn.*

A can-opener is a little thing among the household furnishings, but a poor one makes trouble and cuts fingers at a time when the housekeeper is particularly anxious for everything to go smoothly. The Tip-top can opener is for either round or square cans, is the finest of steel and every one is guaranteed. The Star is for round cans and is adjustable for all sizes of cans. The Handy is for all kinds of cans and does the work with the greatest ease.—*Zenith, Duluth.*

Mop handles. Strong and durable. The kind you can fit a scrub brush in and use as easily as you do the mop. Scrubbing done with a mop handle lessens the strain on both back and knees.—*Zenith, Duluth, Minn.*

Dirty knives are cleansed in a quick, easy manner by Brown's knife cleaner, stains are removed and a beautiful polish given to the blades—a polish without scratches or marks—neither is the cleaner or knives worn in the cleaning. Brown's cleaner has the usual two rubber rollers, with this difference—it is fitted with a shoulder guard that prevents shoulder of knives wearing rollers hollow, and an emery trough that supplies top roller with powder. You will acknowledge its superiority over others, now you see the difference—price temptingly low.—*Zenith, Duluth, Minn.*

The only reliable rain-maker is a good garden hose with spray nozzle, that will carry a good stream of water to any distance around your lawn or garden, and keep it always fresh and green. We have the best line of hose, reels, lawn mowers and garden tools and implements generally.—*Avery & Co., Portland, Ore.*

Nothing but fun keeping the grass down when the great American lawn mower is used. Admitted by experienced mechanics who have examined them to be genuine and scientifically con-

structed, ball bearing mowers. Besides the ease in running and clean, velvet cut, the knives are so arranged that they sharpen themselves in running. It's a pleasure to show these mowers, and the price is right.—*B. G. Carpenter & Co., Wilkes-Barre, Pa.*

There is real satisfaction in having good tools, and when good tools can be bought at the very low prices at which we sell them, it is folly to go elsewhere and pay higher prices. We stand behind our tools with an iron-clad guarantee and protect you against any loss from poor ones.—*Zettler Hardware Co., Columbus, Ohio.*

The separator question is one of particularly live interest to the progressive farmer. We have demonstrated to others and will demonstrate to you the efficiency and superiority of the Sharples. Drop us a card. The machine will be loaned free of cost for the purpose of a trial, and there will be no obligation whatever to buy or keep it, if it is not satisfactory in every particular, or fails to prove its superiority in every essential detail over any competing machine. All we ask is a guarantee for its prompt return in case it is not as represented.—*D. M. Barlass, Janesville, Wis.*

Tools will break sometimes in spite of you, no matter how much of a hurry you are in to get a certain piece of work done. It always happens that way. nothing like knowing just where to buy new ones quick, at a low price, too. Our stock is very complete.—*Roe & Conover, Newark, N. J.*

Building operations in Peoria are more active this year than ever known before. All kinds of building material and tools are therefore in strong demand. It is always best to buy the best that can be secured, and this store always keeps that kind, both tools and material. If there is anything in those lines you are looking for, come here and we are sure we can satisfy you—every particular. No trouble to show the goods.—*Charles Johnson Hardware Co., Peoria, Ill.*

More expansion. Our expanding business requires more and better facilities for rapidly handling our large stock of hardware.—*W. B. Miller & Son, Springfield, Ill.*

HARDWARE

"Do All Mop."—Try it, and you will find it a home necessity—with it floors are washed quicker—with less trouble—easier than is possible in the old way—"Do All" comprises a stout galvanized bucket with patent funnel wringer and a mop.—*Alfred Edmondson, Morecambe.*

The harvest sale advances with the measured music of hammers and saws.—*Jones Dry Goods Co., Kansas City, Mo.*

"Farming on business principles means the saving of the whole crop by the use of durable, up-to-date implements."—*Johnson & McClay, Bondurant, Iowa.*

Does your mower tear or cut? There's a difference in lawn mowers—after the first few weeks. Some rip and tear the grass, others cut it off sharp and clean, so that it will grow evenly. Townsends Essex and Spider lawn mowers cut the grass, but don't tear it; the blades are self-sharpening, and these mowers run very easily and noiselessly. If you'll call, we'll tell you all about the different lawn mowers we carry in stock. We can surely please you—and satisfy your pocketbook.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Flooded is our store with all the useful products which are so needful at this time of the year, both inside and outside of your home. Why not let us sell them to you? Our lines are the largest and best in the city and prices the lowest.—*H. Sandmeyer & Co., Peoria, Ill.*

Grass grows almost over night now. Keeping the lawn velvety and beautiful is more play than work if you have the right kind of lawn mower. We can supply you with a lawn mower that will run easily and lightly, will keep your lawn like a carpet, will last you longer and give you better service, and will cost you less than any lawn mower of equal grade in Brooklyn. "The Brooklyn," a new, strictly up-to-date machine, made by a factory that has the reputation of producing the best mowers on the market. They are easy running, self sharpening and equal to most makes that cost about double.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Carpenters' Tools.—For an important branch of hardware. We can supply any number of full kits of the best tools manufactured on this side of the Atlantic. Many tools are necessary articles in every family, as occasions to use them are of almost daily occurrence. The superior quality of our tools is universally recognized. Carpenters and joiners are unanimous in praising them. All our hardware is spoken of in a similar strain.

#### HARDWARE

We make a point of carrying nothing but the best goods in every line, and we're standing on our metal.—*Avery & Co., Portland, Ore.*

For fine, substantial, well finished hardware of any description, we are sure our stock will stand your inspection. We carry the largest stock on P. E. I., and our assortment is the greatest. The reason we do the largest business is that we quote lower prices than our competitors. Our goods are all paid for.—*Dodd & Rogers, Charlottetown.*

One man we know is so tickled with the Holdfast screw driver that he keeps one on his desk and shows it to all his friends. We are showing in the basement just why it tickles him.—*Abraham & Straus, Brooklyn, N. Y.*

You don't buy hardware with the same frequency that you buy groceries, and if you buy the wrong kind you have bought a trouble that lasts a long time.

The essential thing about buying hardware then is to know that it is good. That brings you here, for the least skillful buyer can come here and be sure that what is bought is good because—we make it good.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Lawn mowers, Pennsylvania's "keen cutters." Now is your time to make your lawn look neat and tidy. Lawn mowers from \$2.50 up.—*Hunter & Strehlow, Peoria, Ill.*

Comprehensive Stock.—Nowhere in Burlington can you get anything in the hardware line cheaper or better than we can supply you. All our goods are the work of the leading manufacturers, and the prices have subjected to a test of comparison which shows that our claims in the foregoing are fully warranted.—*MacMillan's Hardware, Burlington, Ia.*

Garden Tools.—What are your needs this spring? It is well to be equipped with the best and handiest garden tools; makes work a recreation. We want you to see our assortment of these goods. Everything you will require and the most complete and up-to-date stock to choose from. Don't forget that we are headquarters.—*McLennan, McFeely & Co., Ltd., Vancouver, B. C.*

Many a boy would rather have a few carpenters' tools for Christmas than anything else that you could buy.—*Phillips Cooke Hardware Company, Pueblo, Col.*

Your lawn needs attention. You can spare yourself a lot of hard work if you have the right kind of mower.—*Ingraham & Davey, St. Thomas, Ont.*

A bargain whirl in refrigerators.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Door and Window Screens.—The fly is now having his inning. Are your screens up? Better get them at the House Furnishing Store at once while there's an assortment of all sizes.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

An extra good quality of sprinkling hose. Nothing is more refreshing these hot days than to give the front yard, porch or pavement a good wetting late in the afternoon. It makes the grass, plants and flowers live and thrive, and cools the atmosphere all around.—*Gray & Dudley Hardware Co., Nashville.*

Feather Dusters.—Do you know that we keep them? Well, we do, and if you have never had one, after once having one, you will wonder how you got along without. So helpful in dusting pictures, brackets, bric-a-brac, and things out of ordinary reach, so much easier than climbing up.—*Oliver Finnie Co., Little Rock, Ark.*

Keep the Lawn Green.—A good sprinkling and good hose and rather frequent going over with a lawn mower is the best prescription we know for a smooth, even, perfectly kept lawn.—*Frederick Loeser & Co., Brooklyn.*

The grass is growing rapidly—and about the first thing it needs to make it thrifty is a mowing. While the blades are tender is when the mower is most needed. What we are getting at is to tell you about the mower that we show and the other grass tools. Mowers from 12 inches to 18 inches. This is the size of the cutters in width. Our mowers must give satisfaction or they are returnable. Pruning shears, 15c. These are splendid little articles for keeping shrubberies and rose bushes in shape. Grass shears for trimming about fences and walks, 19c., and one easily worth a "dime" more for 25c.—*Kay W. Kay, York, Pa.*

Things for House and Lawn.—All the necessary implements for making little or big gardens and lawns grow well will be found in our big basement—and also everything that conduces to comfort in the summer home—all moderately priced.—*Kaufmann's, Pittsburg, Pa.*

Don't swallow any more typhoid germs while the highest-grade water filters in the land can be had for \$3.50. Don't kick any more about poor lights while double wire support gas mantles can be had for 15c.—*"The" Racket Store, Denison, Tex.*

Women work hard enough anyhow. It's

#### HARDWARE

right to save them all we possibly can. Very few men would wash by hand week after week if a good washing machine could be had that would do it without extra exertion. Some of the hardest work on the farm is stooping over a wash board, and the women nearly always do it. We have good machines of different styles, every one of which are guaranteed to do the work well or your money refunded.—*Hardwick-Etter Hardware Co., Sherman, Tex.*

Is the lawn mower getting dull? Hate to put out a dollar or two to have it sharpened again—don't blame you. Why not sharpen it yourself? 25 cents buys a practical sharpener—one that will last a whole season or more. A simple tool, but strong and durable. Has four cutting sides. Cannot get out of order. Any one can use it. Ask to see it.—*The Tracy Robinson & Williams Co., Hartford, Conn.*

When you buy a lawn mower buy one that will last a lifetime; that will keep in order with decent care; that has a tempered cutter bar blade and is therefore a self-sharpening machine; that has a rigid frame that will never get "limber," a strong double cutter bar that will not bend, a double ball ratchet that will neither get out of order nor wear out in a lifetime. The Elwood "Standard Lawn Mower" is the one we are talking about.—*Bement's Retail Store, Lansing, Mich.*

The application of ball-bearings to door hinges has proven an unqualified success. The Stanley ball-bearing butts have the balls so attached that they cannot fall out when the butts are separated, as is the case with other butts. They give unlimited resistance to wear, and absolutely prevent the door sagging or hanging out of plumb as is the case with ordinary hinges. They are noiseless in operation require no oiling and are as superior to ordinary butts in wearing and easy running qualities as the ball-bearing bicycle is to the old style axle.—*The Stanley Works, New Britain.*

Lawn mowers. It's high time the mower was brought into service and the lawn trimmed up and made presentable. If you are to own a new mower, the house furnishing store would have a word with you.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Garden Tools. Buy the kind we sell and you'll not regret it. We have made a most careful selection and are sure we can give you the best satisfaction in price and service. We handle all kinds.—*Chas. Johnson, Peoria, Ill.*



Gentle spring has come. She is here, bag and baggage, in which is a fine assortment of garden tools, which we are selling at lowest prices.—*Rising & Thorne, Newark, N. J.*

If you want a refrigerator, a lawn mower, a gas range or hot plate, a kerosene and gasoline stove, go where the largest stocks are carried, where you will have the greatest variety to select from, and where you will get best prices.—*McManamy & Rodman, Binghamton.*

Before long you will be cutting grass and you will want to do it as easily as possible. The best way is to use one of the Phoenix ball bearing lawn mowers. They reduce the work to a minimum. Built of the best steel and iron, with steel ball bearings, high multiple gear and perfect adjustment; they run easily and noiselessly. There's no work about using one. If you want cheaper ones we have those also; well made and durable. They will give good service.—*Tull & Gibbs, Spokane, Wash.*

Shovels, rakes, forks, hoes, spades. You must raise the earth before you can raise a crop of anything, and here's the tools to do the raising. Big stock, low prices.—*Ingram & Davey, St. Thomas.*

If there's hose to buy, or garden tools, or a bicycle, or any of the "spring tonics" that can be found in a first-class modern hardware store, come and give us a call.—*The Morrell Hardware Co., Pueblo, Colo.*

The most successful lawn mower on the market is the one that will do the best work, run the lightest, adapt itself to the greatest variety of grass and cutting, and the one which is most durable. We claim that the Caldwell Mower embodies all the above to a greater degree than any other mower on the market. We guarantee the "Cadet" to be the best lawn mower on the market for the price. Although it is not as cheap as some machines which are called lawn mowers, we warrant it to do better work and last longer. It has brass brushings, and the same ratchet and adjustment that are used on all high grade mowers now made. The gears are fine cut, thus assuring a quiet running mower. It is not made for competition, but to cut grass, and we guarantee it to do this work and to give full satisfaction to the purchaser.—*McManamy & Rodman, Binghamton.*

A well kept lawn gives the home a neat and thrifty appearance, and the timely use of the lawn mower has all to do with the neat appearance of the lawn. There is no excuse for having the grass grow to an unsightly height when

you can buy the Downing Lawn Mower for \$2.50.—*Callahan & Douglas, Binghamton, N. Y.*

Russians Lost Another Shipovitch They Needed.—Don't you lose a dollar-ovitch you need. Buy all your hardware-covostok that is up to high standard of quality and down at the bottom in price. May be you need some Hose-ayama for sprinkling your gardenovitch and lawnasaki. Our J. M. K. & Co. brand will outwear any other sold at 15c a foot. Common hose-ayama, 10c and 12 1-2c.—*J. M. Killin & Co., Pueblo.*

Going to Make Things Look Slick Around the House This Spring?—If so, don't borrow tools from your neighbor. Our prices on garden tools, hoes, spades, lawn rakes, turf cutters, pruning shears, sprinkling hose, reels and lawn mowers admit of your owning a complete equipment of your own. Come here and select them to-day.—*Colwell Hardware Co., Mansfield, Ohio.*

There is no greater blessing than good water. It is a source of health and vigor; bad water is a prolific source of disease. We have the absolute essentials of goodness in all of our filters.—*The Rookery, Jackson, Miss.*

"Auto-spray." A self-operating or automatic sprayer. Galvanized steel and solid brass or copper used with 4-ply rubber hose—nothing to rust or corrode. Eight to ten strokes of plunger in air chamber will compress enough air to make a continuous spray for ten minutes. This means that the sprayer can be charged in fifteen seconds, when it will work uninterruptedly long enough to spray a quarter-acre of potatoes. For spraying tall trees, we furnish brass extension piping in 24-inch lengths, each fitted with coupling.—*Caldwell & Jones, Hartford, Conn.*

Yes, sir; we have watering cans. All kinds, all sizes, all prices. We have them of tin and galvanized iron. Small sizes for children, large ones for the gardener. Remember! Every can we offer you is made for service—not a toy.—*The Tracy, Robinson & Williams Co.*

Natural Stone Filters.—You have read, haven't you, what Health Physician Green and Dr. Bissell say about our city water, and about the need of filtration. A municipal filtration plant such as they suggest is all right, but the safe way is to have your own filter. If you don't care to invest much money in one, the kind to buy is one of our Natural Stone Filters. You are absolutely safe as for drinking water if you use one.—*Wallbridge's, Buffalo, N. Y.*

HARDWARE

A perfect mop wringer. Operate it with your foot, don't have to soil the hands. A boon to housekeepers. Not only a great convenience, but 'twill pay for itself in a very short time.—*Woodruff's, Knoxville, Tenn.*

A model bathroom is a most essential feature of the model house, as it is a necessary comfort to any home. We carry a full line of bathroom supplies, such as shower baths, towel racks, soap holders, etc., at the lowest possible price. When building get our estimate on plumbing.—*Jas. W. Hellman, Los Angeles, Cal.*

Monday's economy budget in household hardware. It's becoming second nature for housekeepers to watch Saturday's papers for Monday's offerings in the household hardware on the third floor. Almost sure to be something needed, as well as a saving consideration to make shopping worth while.—*The T. Eaton Co., Winnipeg, Can.*

Lawn mowers direct from an independent factory. Hence the prices must be right. Many sizes and styles to select from. Handsomely finished in different colors. Sizes of cuts 12-inch to 19-inch. Grass catchers, lawn rakes, garden hose, rakes, spades and all the latest tools for the garden and lawn. All our mowers have four and five blades, which is a big advantage over a three and four blade mower. We have handled the same line of mowers for several years and they have proven to be the best mowers we ever handled.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Savory roasters. To roast the turkey in one of these roasters means a turkey that is tender and juicy and browned to perfection. They keep all the steam condensed and constantly dripping on the meat—don't get dry and scorch, neither do they need much attention. We have them in two different sizes at \$1.25 and \$1.90.—*L. L. Stearns & Sons, Williamsport, Pa.*

In building, the importance of buying good hardware is many times overlooked. The locks, hinges, sash locks, door hinges, etc., are a very small part of a building, but will repay many times for the cost and trouble of proper selection. Cheap goods are a continual source of trouble and worry. We are prepared to furnish good building hardware at prices you will find entirely satisfactory, and will be glad to furnish estimates at cost, etc.—*W. B. Miller & Son, Springfield, Ill.*

A long-felt desire satisfied. For this year's trade we have succeeded in buy-

ing direct from independent factories a carload of refrigerators and a carload of Dain mowers and Dain rakes and stackers, also lawn mowers. This means a straight saving to the consumer of 15 to 25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Pioneer Hardware Folks, San Bernardino, Cal.*

Royal gifts in royal copper. Our new shipment of Royal copper thoroughly lives up to its name,—for they are Royal gifts indeed. No matter what may be the tastes of your friends, or their desires or needs along elegant lines, you are sure to find something here to surprise and delight them. Come early and make your selection before the choicest pieces are sold. They represent the best work of the Wuernttemberg Plate Co., manufactured under the direct supervision of the German government. We are their Atlanta agents, and offer you their choicest products.—*Elkin-Watson Drug Co., Atlanta, Ga.*

Serviceable, easy running lawn mowers. Rather no lawn mower at all than one that works poorly, and is forever out of order. The Loeser stock of lawn mowers is comprised of four standard makes, namely, the "Brooklyn," the "New England," the "Easy Run" and the "Loeser." They are high grade in every respect and at their prices are the best lawn mowers obtainable. They are easily operated, run smoothly and cut evenly. We recommend them to everyone.—*Frederick Loeser & Co., Brooklyn.*

"Philadelphia" lawn mowers are easy to operate. They are perfection in lawn mowers. If you have been having trouble with a poor mower, you will appreciate the "Phil." We have all sizes. Prices from \$2.75 up, according to size. We will be pleased to show them to you.—*F. S. Katzenbach & Co., Trenton, N. J.*

Your cooking made easy by using the Glenwood range. The Glenwood is the most economical on the fuel, perfect baker and cooker; in fact, has all the improvements to be found in a first-class range. It will pay you to see our line of over twenty different styles.—*James W. Hellman, Los Angeles, Cal.*

Aluminum cooking utensils are light in weight, bright as silver, and absolutely pure and wholesome. They have no enamel or plating to wear off, the finish is the natural finish of the metal. They retain heat longer than any other vessels and are absolutely the best.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

HARDWARE

Builder's hardware in our west window. On February 4th we will place the names on the different designs and in this space give a short history and description of them. Read the description and then inspect the goods, for we are sure that you will be interested, and should you ever want to build a home it will assist you very much in selecting the hardware. We will be pleased to answer any questions you want to ask.—*Hall-Leeper Hardware Co., Denison.*

We have determined to make a radical reduction in our stock of stoves and heaters, and have cut all prices so deeply that they are bound to move quickly. Our assortment is very large, and includes all sizes and styles for coal, oil and gas. Only good qualities are represented, and even at the reduced prices we shall be glad to arrange easy terms of credit to suit your income.—*Peter Grogan, Washington, D. C.*

It is largely the purpose of showing how easy it is to make bread with a Universal bread maker, and how much time it saves, that we are going to have a good bread contest on March 27th-28th, at which time we will give away \$25.00 cash in nine prizes. Any woman may enter her bread in this contest, the only requirement being that bread so entered shall be made with a Universal bread maker. So if you haven't a Universal already, we advise you to get one now, and make an effort for a prize. Even the most inexperienced girl can make good bread with a Universal. And we sell them on approval—freely returning your money if you are not satisfied in every way. Cost, according to size.—*Barrett Hardware Co., Joliet, Ill.*

Keen as a razor. All the time. It isn't necessary to send the New Department mowers to a repair shop to have them sharpened. While in use they are positively self-sharpening by keeping the cutting edges in close contact. We guarantee these mowers the lightest running and most durable made. Have you seen the easy-tempting grass catcher? It's the handiest mower attachment made. See us for garden hose and lawn sprinklers.—*Bush & Handwerk, Joliet.*

Take pride in your lawn. Keep the grass closely cropped. A lawn that is neat and clean improves the appearance of the whole house and neighborhood. Now show your civic pride by using a "Keen Kutter" ball-bearing lawn mower which is the easiest to run. Made of the best materials, its blades retain their edge longer than the ordinary kind. Let us show you one to-day.—*Dollarhide & Harris, Denison, Tex.*

The hardware is but a small item in the whole cost of a building, even if the difference in cost between good locks and poor ones is so little that you would not consider it a saving to use the poor kind if the matter were brought to your attention. This is where we come in. We carry by far the largest stock of locks and builders' hardware in this section and are prepared to name interesting prices for the hardware complete for any style building, from the humble cottage to the largest office building.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

We have just unloaded a large carload of above goods bought before the advance. Will sell same at special prices. Wholesale and retail.—*R. Chestnut & Sons, Frederickton, N. B.*

The chafing-dishless household doesn't know the pleasures it has missed until the first chafing-dish comes along. So, perhaps, a chafing-dish may prove to be the very best gift-thing for somebody you know. The sorts we have to offer are quite different from the average—entirely better. The metal is of the best; the nicked finish is put on to stay; the lamps are improved. We sell these dishes with a guarantee of absolute satisfaction.—*Herz, Terre Haute, Ind.*

What better gift for any woman than a chafing-dish or five o'clock tea stand? Either is sure of appreciation. Chafing-dishes and five o'clock tea stands, in brass and nickel. The chafing-dishes have new self-regulating and extinguishing asbestos lamps for alcohol or "kaholio," and range in price from \$3.25 to \$7.95.—*The Fair, Ft. Worth, Tex.*

Why use the clumsy wood stove in the cottage or summer kitchen. We have a complete line of gasoline stoves priced below value. They cook and bake perfectly and do not heat up the room, the expense of operation is less than with any other fuel.—*Winegar's, Grand Rapids.*

About one-third your coal bill is estimated as waste unless you sift your ashes.

This is no longer a dirty task. "The Hustler" you simply pour your ashes in at one end, turn the crank and the good coal drops into the pail hung on the other side.

The Hustler costs more than the common sifters, but being so well made it will give full value and last for years.

Figure about a third of your coal bills wasted unless you appreciate the value of a Hustler.—*Babcock, Hinds, Underwood, Binghamton, N. Y.*

HARDWARE

Stone coolers for ice water. Water keeps fresh longest in stone. There is nothing to rust, corrode, decay, mold or get musty. Once they are thoroughly cold very little ice is required. Another economy is that no repairs or painting are ever needed. The first cost is all and they last forever. All sizes, 1, 2, 3, 4, 5, and 6 gallons. You can afford to have one or more, as required, in preference to a refrigerator compartment, because of our low selling prices. We charge the least because we buy larger quantities and secure extra discounts. For serving iced beverages we have a large variety of fancy figured white lined stone pitchers.—*Schrage Bros., Wilkes-Barre, Pa.*

Ice melts altogether too rapidly in the hot summer weather. It is most necessary to be careful now when you are selecting your refrigerator. All our refrigerators are perfectly insulated with mineral wool. All our refrigerators are improved, up-to-the-minute makes.—*Renaud, King & Patterson, Montreal, Can.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator, so arranged as to save the meat, butter and cream, and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston.*

Alaska refrigerators save the ice, Pennsylvania Lawn Mowers cut the grass and are practically everlasting. Arctic Ice Cream Freezers make good ice cream and do it quickly.—*T. Rosenberg, Houston, Texas.*

Some cold facts for warm weather consideration. Subject: Refrigerators and ice chests. The kind: Gurney.—*W. S. Aaron, Altoona, Pa.*

Do you need a new refrigerator? Don't fail to investigate the "Alaska." The Alaska refrigerator is made from carefully chosen materials. It is most scientific in its construction. There is always a circulation of cold, dry air maintained in an Alaska. It is because of this reason that you can keep salt or matches in an Alaska and they will remain perfectly dry. Alaska refrigerators consume the minimum quantity of ice—and are, therefore, very economical to operate. There is never a "musty" smell about Alaska refrigerators. The air is always sweet and clean—because of the constant circulation above mentioned. Alaska refrigerators represent the best investment you can make—get an Alaska. Notwithstanding the great merit of this refrigerator, the cost is

no more than you would have to pay for inferior makes. Let us show you our line.—*Cass & Smurr Stove Co., Los Angeles, Cal.*

The interest aroused by this series of sales is unprecedented. Encouraged by it, we are continuing the sales and drawing upon the stocks of practically every department in the store. Only seasonable merchandise is involved—this week many lines peculiarly desirable for the vacation period.—*Macy's, New York.*

Truly it may be said that to improve each day and each week in methods and system is our motto, and to this end were these great and helpful Friday sales of ours inaugurated. Their first announcement to the public, ten years ago, had the proper ring, they filled a want, they sustained the principle of intelligent foresightedness and public benefit, and the standard we raised then of supplying the people with their needs, more efficiently, at money saving prices, has never swerved. Nor will it. Just as full of life, vigor and enthusiasm as at the beginning—we fittingly celebrate this Friday the anniversary of these great and helpful events by offering the greatest aggregation of bargains ever known.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

The better the refrigerator the less the ice bill. Refrigerators built in a cheap, inferior manner consume much ice, owing to their poor insulation. These cheaply constructed boxes gather moisture in the seams and cracks, swell up, separate at the joints, and are soon worthless. These cracks are also very unsanitary, they collect dirt and harbor the bacteria that starts fermentation and decomposition of the food. Our tile-lined refrigerators are as near refrigerator perfection as can be made. They are absolutely sanitary and last a lifetime—in fact, two or three lifetimes. Prices, \$24.00 to \$65.00. Our zinc-lined refrigerators are cheap only in price. They have seven walls of non-conducting materials, a dry air circulation which preserves food, and will last a long time if properly cared for.—*The Stambaugh-Thompson Co., Youngstown.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of "dry air" that is never damp and ill-smelling. We ask that you investigate the methods used in the "Baldwin-Dry-Air" to accomplish this result. They are giving satisfaction in hundreds of homes.—*J. M. Burrall & Co., Waterbury.*

HARDWARE—REFRIGERATORS



Alaska refrigerators. The only refrigerator built on scientific principles. Requires but little ice and keeps your vegetables fresh and sweet. A perfect fresh air circulation which saves nearly half the ice bill.—*Augustus M. Crook & Son, Trenton, N. J.*

Perhaps you've never given the refrigerator question much thought—you've always regarded most refrigerators the same as all others—and the price alone influences the sale. Bohn Syphon refrigerators are built on a unique principle. The air is forced into the food chamber, passes entirely through it, and is then syphoned out. All odors are thus drawn out of the refrigerator. The refrigerating principle is scientific, has been thoroughly tested, and insures preservation of food and freedom from taint of the different articles stored therein. Bohn Syphon refrigerators are used by all the largest trunk line railroads in America—a proof of their great superiority. We're exclusive agents, and will gladly explain their features.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

It has come to be a necessity to have ice, and being a necessity it is advisable to know the best way to keep it. Belding refrigerators keep ice for these reasons: Hard wood throughout, mineral wool insulation, enamel and glass lined, dry air circulation.—*Roberts Hardware Co., Utica, N. Y.*

The Brown store refrigerator will speak for itself in the ice it saves before you have had it very long. Besides this, the convenient shelves and compartments give you an opportunity to keep everything in apple-pie order. Especially made for easy cleaning, perfect circulation of pure, dry air, will keep everything fresh and sweet in the hottest weather.—*A. Brown & Son Co., Schenectady, N. Y.*

Refrigerators. Our refrigerators will keep anything you put in them, whether it be ice or food. They are very easily cleaned and are sanitary in every particular. It does not pay to buy a cheaply made refrigerator. In the first place it consumes more ice, and besides it is apt to corrode and poison the food. A good one costs but a trifle more. Inspect ours.—*Kingsley, Utica, N. Y.*

If your refrigerator leaks, does not keep ice well or gives forth a musty odor, it is because you did not get your money's worth the last time you bought a refrigerator. Care in construction, heed to scientific principles in regard to air current and drainage make the Bald-

win refrigerators excel others. Many of them we sell to friends of former customers. See the point?—*Phelps, Lewis & Bennett Co., Wilkes Barre, Pa.*

This splendid line has been famous for many years and at the recent World's Fair fully justified its right to fame. In open competition with all other best known makes of refrigerators, the Alaskas used only two-thirds as much ice as their closest competitor. That's the test of refrigerator value. All makes are very much alike in capacity to hold food and ice, but in their capacity of saving ice while preserving food there's a vast difference, as the above test shows. The dearest refrigerator you can buy is the one that uses most ice; and the cheapest is the one that uses least ice. For ice is money. Therefore Alaska refrigerators are the kind to buy.—*J. M. Kellin & Co., Pueblo, Colo.*

A warm weather necessity is a practical refrigerator. True, it's for the kitchen, rather than for the parlor or drawing room, but it adds a whole lot more to real comfort than (say) a piano, and costs less. To get the real sort get a White Mountain, a practical refrigerator in saving ice, and keeping vegetables sound and sweet.—*Chamberlin Furniture Co., New Haven, Conn.*

If there is any one thing about a refrigerator more than any other that will commend it to the good housekeeper it is the fact that it is readily cleanable. In the Baldwin Dry-Air there are no inaccessible corners or pockets. Shelves, flue strips and drip pipe are removable so that the interior may be stripped to the walls in a moment's time. This is, however, but one of the many good things about the Baldwin. Let us show them to you.—*Olds & Whipple, Hartford, Conn.*

"It's so homelike" to go to your refrigerator on a hot day and get a cool drink or a bite to eat when you are sure everything about the box is sanitary and clean. We show this year over seventy different sizes and styles, from a plain box to the Opal, representing the highest development in the science of refrigeration.—*James W. Hellman, Los Angeles, Cal.*

We'll not brag about the merits of the Monitor refrigerator. You'll do that after you buy. All that we wish to state is that if you are seeking for a refrigerator that is economical in the use of ice, easily cleaned, sanitary, and reasonable in price you'll buy the Monitor.—*The Fair Store, Binghamton, N. Y.*

HARDWARE—REFRIGERATORS

North Star Refrigerators, the only genuine cork-filled refrigerators made. The granulated cork filling produces a dry, cold atmosphere that preserves the food perfectly. It is the only method that met with the thorough approval and stood the tests at the fairs all over the world, and has received the highest commendation in each instance.—*Abraham & Straus, Brooklyn, N. Y.*

Opal refrigerators are made for those who insist upon cleanliness and purity of their food. Perishable provisions in an Opal Refrigerator are in cold storage where "purity is paramount." Exhaustive tests have proven the superiority of Opal lining, as the best and most sanitary material for this purpose. It positively will not absorb odors or moisture, and will not stain. Opal Refrigerators are an ornament to any home.—They're easily and perfectly cleaned—and always free from injurious odors.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our splendid line Refrigerators still shows a fine assortment in opolite, tile, enamel and zinc linings. "Alaskas" give a constant circulation of cold, dry air.—*The Cable Co., Chicago, Ill.*

Satisfactory Refrigerators.—In supplying the necessities for the summer home, none deserves more careful consideration than the refrigerator. It is an article that may cause a great amount of annoyance and dissatisfaction, if not selected with careful judgment. Nearly every refrigerator has some good points to recommend it; but there are also the objectionable ones to be taken into consideration. The idea is to get the one that has the most good points and the least objectionable ones. Our policy demands that we offer the best for your purchase, and our selections were made only after a thorough and satisfactory test. The "Wisconsin" is, we believe, the most satisfactory refrigerator made. We have handled it for six years, and have yet to find its superior.—*Woodward & Lothrop, Washington, D. C.*

This handy lift cover "Atlas" refrigerator at \$10 is a better bargain than any other \$14.75 refrigerator at \$10 because it is so constructed that a small cake of ice will last days, and on the hottest day it's as cold as winter. That's because of the charcoal packing, which keeps the hot air out as effectively as it keeps the cold air in. That's why it's an ice saver.—*Simpson-Crawford Co.*

Another Carload of Mackinaws!—This will be welcome news to scores of people who have been waiting the an-

nouncement. Our demonstration of just what the Mackinaw Refrigerator will do for a home has led to an unusually enormous sale. It is simply perfect. We could print a hundred testimonials—letters written us as to the high regard in which it is held by purchasers. But the best testimony is to call and see the Mackinaw in operation—the ice chamber at work—the cost is no higher than for ordinary Refrigerators.—*A. D. Matthews & Sons, Brooklyn, N. Y.*

Alaska refrigerators save the ice. Pennsylvania lawn movers cut the grass and are practically everlasting. Arctic ice cream freezers make good ice cream, do it quickly—sell at a low price.—*Bering Cortes Hardware Co., Houston.*

All of our refrigerators are made of solid oak—a seasoned wood of a secret preparation that is immune from the ordinary dampness that rots the frames of the best makes of refrigerators. Then comes an interlining of charcoal, a non-conductor of heat, that keeps the cold air in and the hot air out. Then a lining of the very best sheet galvanized iron, that will not rust in a thousand years. The air circulation is scientific, the ice is never wasted, and the food is always kept sweet and pure, without being contaminated with the odors of the stronger smelling vegetables.—*Brand & Smith, Trenton, N. J.*

It is the king of refrigerator kinds. You can remove every piece of the interior fixtures as quickly as we describe this. Roomy air chambers, walls packed with mineral wool and charcoal felt. Cases, high-finish and polished. Slightly enough, these refrigerators, to go in the most sumptuously appointed dining-room, if you would. Price, \$13.75.—*S. P. Dunham & Co., Trenton, N. J.*

"Glacier" refrigerators save ice. Walls that are absolute non-conductors and a total exclusion of heat by airtight doors—that is what you get with "The Glacier." Those two things mean that your ice will last nearly twice as long as in the ordinary refrigerator. "Glaciers" are good to look at—built well and handsomely finished—they look well anywhere. We have them with zinc and porcelain linings. Come, see them.—*Tull & Gibbs, Portland, Ore.*

No doubt we stand on common ground when it comes to refrigerators. You want one that will not leak, warp, taint the food nor waste ice. You are willing to pay a fair price for it. We want to sell only the refrigerators that are in accord with these specifications.—*A. McArthur Co., Boston, Mass.*

HARDWARE—REFRIGERATORS

Before you buy a refrigerator take a good look at it. Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air tight locks; but if that's too much bother, just look for the name; if it reads "Leonard Cleanable refrigerator," buy it, it's all right, in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from becoming moist or musty. Mineral wool, filled walls, metal ice racks and genuine bronze metal trimmings. All Leonard refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

Automatic refrigerators have perfect insulation by the best materials known, such as mineral wool and charcoal paper, combined so as to obtain the full value of the non-conducting properties. They have eight walls to protect the ice and preserve a low temperature. The air space is based on nature's laws. All parts of the refrigerator are insulated. They have more shelf space than any other refrigerator made, and are the most economical to be had.—*Peterson's, Minneapolis, Minn.*

Controlled heat and controlled cold for comfortable and safe summer house-keeping. That's the idea. Sometimes foods will taint to the point of "ripeness" without breeding ptomaines, but any taint or fermentation is conducive to illness. An ice box will keep ice and make some cold air—but a refrigerator is better, because it lets the forces of Nature keep the air on the "go"—and the motion dries it. Foods are crisper if kept in a refrigerator.—*Gimbel Brothers, Philadelphia, Pa.*

A freezer to make two flavors at one time has been long wanted. In families some prefer one flavor, others another; some prefer ice cream, others a water ice or sherbet, so some had to be dissatisfied no matter what was made in the old style freezer. In the American Twin freezer the can is divided in two parts by a vertical partition. The dasher carries two sets of scrapers, one set fitting in one side of can and the other set in opposite side. The can cannot be turned as in old style freezers, because of the partition. It is therefore swung to and fro by a rocking motion

of the crank. This is a more comfortable and much easier movement. It is very much less tiresome than turning a crank. One can sit back in a chair with freezer alongside and rock the crank to and fro without discomfort or undue exertion and even read at same time. Although two flavors are frozen at once and with less exertion, no more time is required than in old style freezers. The pails are of cedar, the best wood known to resist water, with electric welded wire hoops, which are guaranteed not to break or fall off; cans are of heavy tinplate with drawn steel bottoms that are guaranteed not to fall out or break and do not leak, the strongest and most durable freezer can made; the automatic twin scrapers by their positive action insure perfect scraping of frozen particles from side of can. All inside parts are heavily coated with pure block tin, and outside parts all thoroughly galvanized.—*Ludwig Bauman & Co., New York.*

Mackinaw refrigerators and others. The famous Mackinaw! That name means "the best that's made." Hardwood, golden oak finish, heavy zinc lined, all parts removable for cleaning; walls are filled with charcoal; brass locks and hinges. See the food test, constantly on view in the basement—the onion and butter side by side, salt, pie and matches, all dry as buttercrackers. See the wheel being turned by the dry, cold air—if that doesn't convince, nothing will.—*A. D. Mattheus Sons, Brooklyn.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of dry air that is never damp and ill-smelling, and we recommend that you investigate thoroughly before you purchase your refrigerator this season. We give our guarantee with every refrigerator we sell.—*Greene's, Newark, N. J.*

In lining, insulation drainage and appearance this refrigerator has no superiors, and in the following very important particular it has no equals. Between the food compartments and the ice chamber is a system of syphons (a patented feature) which produces a ventilation and a circulation of cold dry air not even approached in any other make. An inspection will convince you.—*McAllister, Mohler & Co., Columbus, Ohio.*

They refrigerate perfectly, using but little ice, and are dainty and hygienic as a china dish.—*Simmons Hardware Co., St. Louis, Mo.*

HARDWARE—REFRIGERATORS

Warmer days are bound to come, and even with snow on the ground in the middle of April, we're going to commence talking about our immense line of refrigerators. Don't shiver, please. We know you are not ready for ice yet, but there's no reason why you shouldn't select a refrigerator now, while our line is complete, and have it delivered when you want it. The world's best makes are here. The White Mountain and the Peerless.—*Household Furnishing Co., New Bedford, Mass.*

We are again as for the past 12 years sole agents for St. Paul for the celebrated Gurney Cold Wave Refrigerator. It has stood the time. If you have not one ask your neighbors about it. Made of the very best material, lift-out ice compartment, heavy packing best mineral wool, walls of zinc, soldered perfectly air- and water-tight. Prices from \$6.95 to \$35.00.—*Wallbloom Furniture & Carpet Co., St. Paul, Minn.*

Quality is what counts, especially in a refrigerator. It's simply a waste of good money to buy a poorly made ice box. A careful investigation will convince any one that our refrigerators are made to save ice as well as look like a good piece of furniture.—*Greene's, Newark, N. J.*

Prices cut on refrigerators and ice boxes. We are overstocked on these articles and so have reduced the prices on them from 10 per cent. to 25 per cent. until we can get our line in shape. This reduction is temporary and will hold good only until we can reduce our stock to proper size. We have told you before of the sanitary and ice keeping qualities of these refrigerators. They are as perfect as refrigerators can be made in this respect. We particularly recommend our spruce-lined boxes to those who want a good refrigerator but do not care to invest much money in it.

With our guarantee of "satisfaction or money refunded," together with the low prices now prevailing we do not see how the economical housekeeper can afford to let this opportunity pass. The goods go on sale Monday.—*C. F. Brower & Co., Lexington, Ky.*

Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air-tight locks; but if that's too much bother, just look for the name; if it reads Leonard Cleanable Refrigerator buy it, it's all right—in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from

becoming moist or musty. Mineral wool filled walls, metal ice racks, and genuine bronze metal trimmings. All Leonard Refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay, than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

The Stone White refrigerators, "The chest with the chill in it." Ever sit on stone steps in the winter? Cold, aren't they? Ever sit on them in the summer? Pretty comfortably cool then, are they not? That is the nature of stone, it contains cold indefinitely. Consequently economy, cold-retaining, indestructible, solidity, beautiful in appearance and cleanliness, durability, service and convenience. The cases of these refrigerators are made of selected hard wood, beautifully finished and mounted with substantial, handsome hardware, nickel plated.—*F. Ozanne, Memphis.*

Profits are not without honor. What say you to a profitable purchase of a "Wisconsin Peerless" refrigerator? A high grade box for economy and durability—a winner. The ice box season is still on and we are quoting prices that will surely result in lively sales.—*C. E. Tyler, Rome, N. Y.*

Important features necessary to a perfect refrigerator—Cleanliness, free circulation, economy in the use of ice, condensation and dry air, low average temperature, freedom from condensation on inner walls, and long life. Our refrigerators can carry one hundred pounds of ice longer and can show a lower degree of temperature in the shortest time.—*Standard House Furnishing Co., Tacoma, Wash.*

For 15 years we have been telling you how good these refrigerators are, and the reasons why, from the standpoint of economy—and the satisfaction they give, that you should buy them. They are the best and most scientifically constructed Refrigerators on the market.—*Callahan & Douglas, Binghamton.*

"Leader" refrigerators are made on the right principle. Well insulated. No heavy packing to settle. No swearing. No odor. Not the kind you have to clean every day to keep sweet. Do not buy before seeing our line. Made in zinc and white metal. We buy in large quantities and land them at less than car rates. We give you the benefit.—*Reed & Wyman, San Diego, Cal.*

HARDWARE—REFRIGERATORS



Old, overworked refrigerator has seen its best days. Come to us and get one that will keep things cool, fresh and wholesome.—*C. C. Fuller Co., Hartford.*

The difference between our refrigerators and the other kinds is, they keep things colder with less ice.—*The Stambaugh-Thompson Co., Youngstown, O.*

Whew! but it's cold inside of one of Gross's white enamel refrigerators. The dry air syphon and a dozen other features make this the best of all ice boxes. Drop in and we'll show you how it works.—*Ph. Gross Hdw. Co., Milwaukee, Wis.*

The following letter was received today from one of Mr. Deist's customers. The epistle speaks for itself: My Dear Mr. Deist:

I received one of your sixteen dollar ice boxes yesterday and must say it is the finest box I have ever used. I always kept my butter and provisions in the well, but, thank goodness, I will not be obliged to do so any longer. My cat accidentally got into the box the other evening and the next morning it was frozen to death. I think your ice box is lovely. The only thing that I am afraid of is that my husband may get into the box some night, and if he meets the same fate as my cat it will kill me. Please let me know if you have any ice boxes that don't get so cold. I have a friend that wants to buy one, and she is so chilly I want her to get a warmer box. I will send in the balance of the money in a few days.

With best wishes, I am,

Yours truly,

MRS. SLACK.

—*Chas. O. Deist, Ottawa, Ill.*

A good refrigerator is one that consumes little ice, is nicely finished and scientifically constructed—that's the kind we sell.—*York Furniture Co., York.*

A cheap refrigerator will consume ice enough in a little while to cost you over and over again the first price of a good one. A good refrigerator is an economy. We can save you money in both ways.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Year after year the White Mountain refrigerator, "the chest with the chill in it," increases in popularity, because succeeding years prove that the merits we have claimed for it are founded on fact. We have said it was thoroughly cleanable, it was sanitary, that the system of refrigeration was effective because it was scientific, that it was an ice-saver,

**HARDWARE—REFRIGERATORS**

that it was substantially built. Thousands of users right here in town are using the White Mountain and thankful for it.—*Mellen & Hewes, Hartford.*

We show the Mackinaw filled with onions, milk, butter, pie, bread, etc., and a ten cent piece of ice. The onion, the most contaminating influence known (you cannot peel one without crying), does not make any impression upon the milk or other food, because the cold dry air circulation in the Mackinaw carries all odors out of the food chamber. Come in and test it. We expose the entire construction to view.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Cold as ice! Clean as snow! Ice land refrigerators.—*Marion Furniture Co., Marion, Ind.*

"Signs of the time." Refrigerators are occupying the center of the stage. The weather man seems to be with us this year on the refrigerators.—*Marion Furniture Co., Marion, Ind.*

Compact, sanitary and easy ice savers.—*The T. Eaton Co., Toronto, Can.*

Timely furniture. Suddenly the day may dawn (may be a succession of days) when you simply can't get on without a good refrigerator. Let's put one in now, and save you regrets.—*The Chamberlain Furniture & Mantle Co., New Haven, Conn.*

Held up. Pickering's. Last year we sold 1,500 refrigerators and more than half of them were disposed of before June 15. This year—well, say, have you noticed any particular good refrigerator weather hereabouts so far this season? That is, a day hot enough to make anybody want to buy one. The story is this—we bought 2,000 refrigerators and ice boxes for this season, and they're piled in our warehouse. They are summer goods and must be sold quick—prices cut to almost cost.—*Pickering, Pittsburg, Pa.*

The best means of obtaining perfect food preservation is through dry cold air circulation inside the provision compartments. The most effective, nearest perfect insulation to compel dry air is a filling of granulated cork. The North Star is the only box so equipped. The ice used cools the air and the cork filling keeps it dry.—*Abraham & Straus, Brooklyn, N. Y.*

Ask the ice man about the number of Lapland Refrigerators along his route. Lot of 'em and all giving satisfaction. Worth the money.—*J. C. McManus & Sons, Hartford, Conn.*

A cool veranda on a hot day is indeed a luxury, and the person who can retire to one, and there enjoy a book or do some fascinating fancy work is fortunate. You'll find that any veranda can be made comfortable if the boiling rays of the sun can be excluded. A split bamboo screen will do it and at the same time admit any stirring breeze. These screens come in long rolls; you can see them in our window.—*H. M. Bullard, Co., New Haven, Conn.*

Window and door screens. It is only a short time until the flies will be here again. The sooner you get ready for them the fewer you will have. We have just received our spring shipment of window and door screens. They are ready for your inspection. The prices are low enough to please anybody. We also have a fine display of lawn mowers at our store. See them and get prices.—*Hardware Store, Zanesville, Ohio.*

Here's one kind of window screen that keeps out the flies that are out, lets out those that are in. They are the "Fly Exit" screens. Then we have for sale a large variety of other window screens and screen doors, that are well made, efficient and fairly priced. And this is the time to be thinking of these helps to a comfortable Summer.—*Wanamaker, New York.*

Almost every day sees a group of new arrivals among the dainty Summer dresses—Loeser's has never been more supremely helpful along this line than this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This season we have used every possible means to buy the best and latest and in large lots in order to have a large variety of the different garments to show, and to be able to offer them at a very low price. Every article has that perfection to it that has built up our trade in the ladies' and misses' department to such an extent that our store has got to be classed as a store of fashion.—*Gately & Donovan Co., Bay City, Mich.*

If you need a suit or coat for every day wear, or if you are planning to be a conspicuous figure in the great style show at Washington Park on Derby Day, you cannot afford to miss this great June clearing sale, for we have made the most pronounced and radical price reductions in all grades of women's clothing.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Be Comfortable—Use Porch Screens.—Nothing makes a house look finer in Summer than handsome porch screens—try Vudor, if you want the best—or

**HARDWARE—SCREENS**

bamboo, if the old style is good enough for you. Either costs little enough when you think of the comfort and general effect. They break the rays of the sun and yet let in all the breeze. A sensible man has them all around his porch.—*Abraham & Straus, Brooklyn.*

Things that Promote Comfort.—Summer household goods such as screens, refrigerators, ice cream freezers, gas stoves, water filters, etc., etc. If you wish to promote your comfort in warm weather you must have such things—they are necessities. "The Big Store" supplies them as none other can. And the necessary tools for the garden, too—whether the demand is just for a few implements or a complete outfit of the finest sort.—*Kaufman's, Pittsburg, Pa.*

The mosquitoes' cheerful chirp becomes a lullaby when the moon shines high, when your bed is curtained round with our Mosquito Canopy. This canopy is a bed attachment with coil spring at front of posts, is adapted for any and all kinds of wood, iron, brass and folding beds. The entire canopy consists of only one frame, made up of only four pieces of wire, with well made and neatly fitting net.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Don't delay another day before placing your order for screen doors and windows. The flies are coming and will soon take possession of your home unless you have the doors and windows protected. We have a tremendous line of screens and can fit any size door or window.—*C. W. Hawkes, Binghamton.*

An effective screen, allowing free circulation of air, easy of operation. Great durability, made from linden wood, fibres securely woven with the best of scrim twine, fitted with metal pulleys, and a heavy maitrie cord for raising. Made in a variety of colors and are weather proof. Screens a porch from the outside, without interfering with the view of those within.—*A. J. Collins & Co., South Norwich, Conn.*

Carefully made walnut stained frame and fitted with firm close mesh wire cloth. Adjustable screens, with frame made to telescope so that almost any window can be fitted. It is not necessary to have screens made to order in every case.—*Abraham & Straus, Brooklyn, N. Y.*

There isn't a mosquito or a fly small enough to crawl through the tiny mesh of these extension screens and they last twice as long as the ordinary kind because they're more strongly made.—*Simpson-Crawford Co., New York.*

The only perfect toaster for use on gas, gasoline or oil stoves. Toasts four slices of bread in two minutes from the time toaster is put on the stove. The toast absorbs none of the taste or flavor from the flame. Browns evenly from edge to edge. The slices are soft and palatable and possess that rich, nut-like flavor not obtainable by any other toaster. No matter what kind of stove you have, you can use the Vulcan Toaster. Every one guaranteed. Money back if not satisfactory.—*O'Neill's Hardware Store, Fargo, N. D.*

The day of the coal stove and its companions, the ash sifter and ash barrel, has passed. Up-to-date housekeepers now use the gas range and the gas water heater exclusively. No wood to chop, no coal to carry, no ashes to take up, to carry out, to sift, leaving a trail of dirt and dust from the stove across the kitchen all the way to the ash pit; everything in the kitchen covered, your dress covered, your hair full of it. No fire to coax and coddle. Gas is a guarantee of the right kind of a fire instantly for any purpose whatever.—*Montgomery Light and Water Power Co., Montgomery, Ala.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and Ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Another Carload for Tacoma. Facts speak again. Friday a hurry-order was dispatched for another big carload of gas ranges. Shows which way the wind is blowing, doesn't it? Tacoma's turning her head, she's getting away from the old style furnace and welcoming the no work, no heat, we-shovel-the-coal gas range. Cooking by gas will take a whole lot of the heat and misery out of July and August, you'll find it almost a blessing the year round. You can cook anything from an egg to a turkey on a gas range, you can make it work fast or slow, like an engineer with his throttle you turn the lever and this simple little kitchen machine does the most of the rest.—*Gas Co., by the Totem pole, Tacoma, Wash.*

#### HARDWARE—STOVES

Gas cooking stoves—"Cort's" highest grade, \$9 stoves reduced to \$6.67. Just 100 of them, the kind that have ovens as large as any range. Handsome nickeling and neat modeling make this stove particularly attractive as well as efficient; but the two great features of the Cort stoves are the effective cooking and gas economy. There are separate broiling and baking burners, three boiling burners on the top, one extra large and quick acting. Every part is removable for cleaning, and this price is exceedingly unusual.—*Abraham & Straus, Brooklyn, N. Y.*

You will be surprised and pleased to see how easily and economically it can be operated. You can have a cool kitchen until you need a hot fire. You can have a hot fire immediately and a cool kitchen again in a few minutes after turning off the gas. You can have a quick fire, a slow fire and a moderate fire.—*Galveston Gas Company, Galveston, Texas.*

Don't fire a cannon to kill a fly. And yet that is just what firing up a coal range amounts to in summer. Argue it from any point you please; "tear language to tatters" in the argument, and when you compare cooking with a range with cooking with a gas stove it amounts to this: The gas stove—a match—a twist of the thumb, in 30 seconds you have the fire, as much or little as you want. When you have had enough heat shut it off instantly. Expense about half. The coal range—rake out the grate, skin your knuckles, get mad, ashes flying about, dirt; put in paper, wood, coal, light it; maybe it will, maybe it won't catch on, smoke, too much or not enough heat; heat the rooms up and wait until the fire dies. Expense double.—*A. D. Matthews, Brooklyn, N. Y.*

Blue Flame Oil Stoves.—Cooking at its best is disagreeably hot during the summer months, but you can reduce the discomfort to a minimum by using a "Brooklyn" Blue-Flame wickless oil stove. It has no wick, gives a powerful blue gas flame, and is simple and safe in operation. Its strongest bid for your favor is the slight expense it entails while giving you all the comfort and convenience of a gas range.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The woman who has a gas range. She is the woman who has the best of it in cooking, for she cooks quickly, cooks coolly, cooks cleanly, cooks easily. A gas range is cheap to buy, it is cheap in fuel and it is cheap in its great saving of work and worry.—*Consumers' Gas Co., Reading, Pa.*

It isn't woman's work, this digging into the recesses of a dirty coal or wood stove, carrying in coal or wood and carrying back again as much ashes—in fact, it isn't anybody's work. No one who is within piping distance of gas has any excuse for having a coal or wood stove in action during this hot weather. The gas stove is clean and safe. They are useful as well as ornamental.—*Denison Light Co., Denison, Tex.*

Keeping Cool.—If one had nothing to do but avoid the discomforts of the heated season, summer would be one long delight. But women must work in kitchens if we are to have anything to eat, and a kitchen isn't at all cool or comfortable unless the cooking is done on a gas range. That's the key to kitchen comfort—the gas range. Gas is the fuel for cooking. Coal and wood make dirt and drudgery, oil is dangerous, but gas is the perfect fuel. It saves the housewife hundreds of steps and a world of hard work. Get a gas range.—*Saginaw City Gas Co., Saginaw, Mich.*

The new insurance gasoline stove is as safe as a common cook stove. Accident is impossible. Valves may be left open, no gasoline can escape, no danger if operated by children or inexperienced persons.—*F. Mayer & Bro. Co., Peoria.*

For a quick breakfast in the morning when you're in a hurry, the Sterling Puritan blue-flame oil stove will be found invaluable. Turn on the valve and you have a hot fire immediately—no delay—no kindling to split—no waiting for the fire to get started. The Blue Flame does not heat up the house—it cooks the food without cooking the cook. The ideal summer cook stove.—*Barber & Ross, Washington, D. C.*

Be good to your wife. Remember she puts in much of her life cooking your meals. Make it as easy as possible, you owe her this. Buy her a Quick Meal Gasoline Stove. Your meals will taste better, she will keep cool, have a better temper and live longer.—*The Blymyer Bros. Co., Mansfield, Ohio.*

When you are in a hurry there is nothing like a good gas stove. A slow-going stove is exasperating. The gas stove gives you a full measure of cooking heat in an instant. A twist of the wrist turns off the gas, heat, expense and all.—*Geo. L. Oill, St. Thomas, Ont.*

Little Helper.—Early breakfasts are easily prepared—also afternoon teas—without a fire—if you have a Gas Griller, a kettle of water can be boiled on the top and underneath a chop or steak grilled, a little bacon frizzled or toast

made—handy things to buy and use are gas grillers at our price.—*Alfred Edmondson, Morecambe, Eng.*

No more danger in using a Barler oil heater than a coal stove. At the cost of one cent an hour it will heat a 20-foot room, and for emergencies it is invaluable. For bedrooms, bathrooms, any where, you may have comfort in five minutes after the Barler is lighted.—*P. J. Kelly & Co., New Haven, Conn.*

Cooking is a pleasure when you cook with a gas stove. We have a few left, and now is the time to put one in while the weather is hot, and avoid the heat and dirt of a coal and wood stove this summer. Call at our office and let us show you our line of gas stoves, or 'phone us, and we will call around and tell you about them.—*Denison Light and Power Co., Denison, Tex.*

Your cook will smile. A gas range like the "Chicago Jewel" takes all the drudgery out of kitchen work, making cooking a pleasure. Have you seen the new design? It is made throughout of steel, and is entirely "free from frills." Just a plain, substantial stove, "built for business." The chances are it's exactly what you're looking for. See it in operation at our showrooms.—*McDonald & Wilson, Toronto, Ont.*

Why overheat your house these hot summer days by cooking with a sweltering coal stove? Use the "Monarch" gasoline range. It supplies sufficient heat for cooking, but no waste warmth to raise the temperature. It is safe, easy to operate and durable.—*Crane & Lockwood, Binghamton, N. Y.*

Gas ranges are being sold and connected in great numbers, but we are equal to the demand, and are able to supply all comers with a first-class gas range, which we install ready for use, free cost to you upon payment of \$13.00 cash or on installment plan of \$2.00 down and \$1.00 per month for twelve months. The only way to have a clean, up-to-date kitchen is to do your cooking, baking, etc., on a gas range, which occasions no dirt or hauling of fuel or ashes. The kitchen work is done so quickly and so economically that those who have gas ranges would not part with them and go back to the methods of olden times. The hot weather has only about commenced, as you are aware the months of July, August and September are the hottest in the year, so put off ordering a gas range no longer, but call at our sales rooms and make a selection and have a comfortable summer.—*Utica Gas and Electric Co., Utica, N. Y.*

#### HARDWARE—STOVES



Keep cool. Breakfast in fifteen minutes if there's a gas range in your kitchen—just strike a match and the fire is ready to use—without waiting or “coaxing”—and no coal to lug—no ashes to sift. A gas range assures a clean, cool kitchen—an economical, readily regulated fire and a wonderful saving of labor, fuel and time. Only a match needed. A gas range is a time saver.—*New Bedford Gas Co., New Bedford, Mass.*

More economical than gas. The Insurance gasoline stoves, as the name implies, are an absolute protection against any danger by accident, as the gasoline is at once shut off, should the burner be blown out or carelessly left open. No smoke or smell, and burns the least gasoline of any stove made.—*O'Neill's, Fargo, N. D.*

Did it ever occur to you how nice and pleasant it is to cook on a gas range? No wood or coal to bring in; no ashes to take out; no fires to build; absolutely no danger, and it does not cost any more to operate. We have just received a carload of gas stoves, all sizes and styles, and now is the time for you to put in your order and avoid the rush. Call at our office and see them, or 'phone us, and we will send our solicitor to see you.—*Denison Light and Power Co., Denison, Texas.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Supper ready in 20 minutes with a gas range. No dirt, dust or smoke. No coal to carry in. No dirt and ashes to carry out. When you purchase a Reliable gas range you are getting the best in the market—that is why we handle them. Then, again, we make no charge for connections.—*Tacoma Gas Light Co., Tacoma, Wash.*

Time for out of doors. The housewife appreciates the pleasure of having more time for out of doors, especially at this season of the year. There's a way of saving time from household duties, yet having them completed in comfort.

HARDWARE—STOVES

That's the *gas range way*. By using a gas range for cooking you avoid the dust and muss of handling kindling, ashes and fuel, and there's much time saved in having the gas range always ready. Fuel is delivered right to the gas range, where it's ready day and night by just lighting a match and turning a valve. Such a convenience, if a friend comes to lunch or hot water is needed at night. Get your gas range now and make your efforts count. Doesn't it mean much to you to be able to attend to social duties and have time for out of doors? It's easily accomplished if you have a gas range.—*Gas Co., St. Paul, Minn.*

Saves walls and floors. Are you building? If so, how the piping in your house is planned means much to you. How have you provided for properly placing the gas piping for cooking and heating? The kitchen plan should show a gas range and a gas water heater, and provide places for them. Should be located most conveniently with reference to the table and sink. The Library plan—provide a gas grate for chilly evenings. Useful in spring and fall when not cold enough for furnace fires. Putting in piping for gas now avoids tearing up walls and floors and saves rebuilding after the house is finished. Any building worth putting up right is worth piping for gas. Estimates furnished by any plumber or gas fitter.—*St. Paul Gas Light Company, St. Paul, Minn.*

Cabinet Glenwood combination coal and gas range. Snug, plain and handsome. The most complete cooking range made. No fussy ornamentation or fidget, just the natural black iron finish. Every part at hand from in front. Every essential refined and improved upon. Kitchen doors do not interfere in setting this range, for either end, as well as the back, may be placed equally against the wall.—*C. T. Harris & Son, Plymouth, Mass.*

No more chilly breakfasts when an oil or gas heater is used. In a very few minutes they will warm an ordinary sized room, making it thoroughly comfortable and cheerful. Made in several patterns and sizes, of the best materials, and so simple in construction that a child can use them.—*James W. Hellman, Los Angeles, Cal.*

Cook with gas and save money, time and patience. No worries of any kind with a gas range, for there's no wood to bring in, no ashes to dump or no kindling to chop. A gas range is nice to have and easy to pay for.—*Fresno Gas Company, Fresno, Cal.*

Garland Stoves are perfect and even bakers—durable and fuel savers! Garland's need no schemes to sell them! They sell on their reputation. What gave them their reputation? Their merits—which have stood the test of time half a century. They cost no more than cheaper makes.—*Harrison, Schulze & Co., Waco, Texas.*

New Perfection Wick Blue Flame Oil Cook-Stove saves fuel expense and lessens the work. Produces a strong working flame instantly. Flame always under immediate control. Gives quick results without overheating the kitchen. Made in three sizes. Every stove warranted. If not at your dealer's, write our nearest agency for descriptive circular.—*Standard Oil Co., Joliet, Ill.*

We are the home of the “Star Estate” range, one of the highest class ranges on the market. Carries a strong guarantee; gives perfect satisfaction. Should you want a cheaper range try our “Western,” a fine, medium priced range. Or if you must have a still cheaper one, our “Leader” is without doubt the best cheap range sold to-day; made in three sizes, any one of which will give honest service.—*Standard Furniture House, Spokane, Wash.*

The stove that keeps you warm. The Manitoba Air Tight Heater is one of the best wood stoves on the market to-day—certainly the best value ever offered at the price. 26 gauge, cold rolled, planished steel bodies, heavy double seamed top and bottom, corrugated sheet steel lining above fire belt, nickel urn and nickel plated crew draft at bottom, heavy cast legs.—*Hudson Bay Co., Winnipeg, Can.*

How you can save in fuel every year \$10. Have the great revolving fire-pot which is made in two pieces—that is to allow the air to pass into the fire between the two pieces instead of all coming in at the bottom. Hot fire where you want it, at the outside edge instead of the middle, where you get little radiation from it; and then the lower piece revolves, just put the crank on, give it a turn, and the fire-pot is as clean as a whistle. No poking, no fussing, no muss, no dust—it's the most durable fire-pot ever placed in a stove, and will save you a ton of coal every year you use it. “Garlands” are the only heaters which have revolving fire-pots. Prices of “Garlands” are \$40.00 to \$65.00.—*C. A. Reinhart, Grand Forks, N. D.*

Your kitchen will never be complete until you have a Stamford Range. Stop wasting fuel and time with an unsatis-

factory range. Buy a Stamford and you will have a range which possesses not only beauty and strength, but embodies, as well, the constructive skill that makes for the greatest utility at least fuel expense. Stamford ranges are made in the oldest stove foundry in America and constructed throughout of the best materials obtainable and in the most approved manner. There is a Stamford model to suit your kitchen. Made in large sizes and small; some of plain and simple design—others highly ornamental. Buy a Stamford and get the best.—*Horace R. Nash, South Norwalk, Conn.*

This duplex grate will burn any kind of fuel. The first cost of a *Buck's stove* is but a small part of the original cost—the stove is so long-lived that it eats up many times its original price in fuel. A very small saving of fuel each day, means a tremendous saving during the lifetime of the stove—a saving of many times the original cost. This duplex grate saves fuel—for it admits oxygen to the burning fuel in such quantities that all its heat-giving power is exhausted and used. And further—this grate may be changed—in an instant—so as to burn either wood or coal, and it may be easily removed for cleaning or repairs, and without disturbing the water back. The fuel-saving quality of *Buck's* stoves should alone be a sufficient reason why you should own one. But there are other reasons. Let us tell you of them—to-day.—*A. G. Rhodes & Son, Mobile.*

St. Clair Ranges. The popular Reliance. The St. Clair Reliance is our medium-priced steel range and we are showing a complete line, from the small size, with a 14-inch oven, up to a range with a 20-inch oven and reservoir. Fuel saving, durability and attractive appearance make the Reliance one that will fill each housekeeper's stove wants. Let us show you the Reliance and its points of merit. We sell them on the easiest terms and guarantee satisfaction.—*The Crote-Rankin Co., Spokane, Wash.*

Get a new gas range for Christmas. And by all means a New Process Visible. No chance for explosion. In lighting the oven burner on the New Process Visible, it is necessary to open the oven door. This insures absolute safety, as no gas can accumulate in the oven before lighting. After the burner is lighted and the door closed, the burner can be plainly seen in operation through the mica opening and easily regulated without the necessity of opening the door and allowing the heat to be wasted.—*A. F. Wheeler, Lexington, Ky.*

HARDWARE—STOVES

## PHRASES

A bargain harvest.—*Badger's, Baltimore, Md.*  
 Another bargain budget.—*Adams Dry Goods Co., New York.*  
 Big dump sale.—*S. Heyman's, Newark, N. J.*  
 Saving opportunities extraordinary.—*A. M. Rothchild & Co., Chicago, Ill.*  
 Bargains that defy all competition.—*McWhirr's Emporium, Fall River.*  
 The bargain sparks fly thick and fast.—*Austin Brothers, Westfield, Mass.*  
 The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—*Jones Dry Goods Co., Kansas City, Mo.*  
 Bargain gems.—*The Anderson Co., Buffalo, N. Y.*  
 Enticing values.—*Adams D. G. Co., New York.*  
 Huge values.—*L. S. Plaut & Co., Newark, N. J.*  
 Mountains of bargains.—*The Globe, St. Louis, Mo.*  
 Unmatchable bargains.—*The Hub, Kansas City, Mo.*  
 Cozy items.—*A. D. Matthews' Sons, Brooklyn, N. Y.*  
 More Monday messages.—*Goodfellow's, Minneapolis, Minn.*  
 Business boomers.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*  
 An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment.—*M. Kelvey's, Youngstown, Ohio.*  
 Happy Chance for frugal folks.—*Campbell's, Pittsburg, Pa.*  
 The mightiest sale of a decade.—*The Fair, Baker City, Ore.*  
 A conventicle of convention bargains.—*W. R. Bennett Co., Omaha, Neb.*  
 A blending of elegance and economy.—*The Broadway Dry Goods Co., Los Angeles, Cal.*  
 The store will be bristling with bargains.—*The Gamble Desmond Co., New Haven, Conn.*  
 A bevy of bargains.—*Goodfellow's, Minneapolis, Minn.*  
 Sizzling hot bargains.—*Cohn's, Salt Lake City, Utah.*

It is practical economy to buy at *Saunders', Victoria, B. C.*  
 Odd pickings from the countless bargains.—*W. B. Penn, Bowerston, O.*  
 A few Saturday hot shots.—*Royce Dry Goods Co., Kansas City, Mo.*  
 Every item a fighting argument for Hale's.—*Hale's, Los Angeles, Cal.*  
 There's a steady roll of bargains here.—*The People's Store, Taylorville, Ill.*  
 A veritable harvest of bargains.—*Household Credit and Auction Co., Pittsburg, Pa.*  
 More stalwart evidence of the dollar's buying power.—*The Boston Store, Milwaukee, Wis.*  
 The Power of Your Money Never Commanded so Much as Here.—*Goldenberg's, Washington, D. C.*  
 Quantities are enormously reduced, but values are as great as ever.—*The Robert Simpson Co., Toronto, Ont.*  
 Ransacking sale.—*Imperial Dept. Store, Altoona, Pa.*  
 A bulletin of store doings.—*Kaufman's, Pittsburg, Pa.*  
 Astounding bargains in every section.—*Bergner's, Peoria, Ill.*  
 Sale interest is at fever heat here.—*Goldenberg's, Washington, D. C.*  
 Another aggregation of choice bargains.—*J. N. Adam & Co., Buffalo.*  
 The Paramount under price sale.—*Stickley-Brandt Co., Binghamton, N. Y.*  
 The most unmerciful slaughter sale.—*Garbode, Eibaud & Co., Galveston, Tex.*  
 Thirty flashes from Boston's bargain center.—*Houghton & Dutton, Boston.*  
 A Monday marshaling of forceful facts.—*Frederick Loesser & Co., Brooklyn, N. Y.*  
 Fresh ammunition from the many sales at our store.—*Wanamaker's, Philadelphia, Pa.*  
 Our message points the way to economy and satisfaction.—*Cobb, Bates & Yerxa, Taunton, Mass.*  
 An assemblage of amazing after-inventory economizing opportunities.—*Siegel Cooper Co., Chicago, Ill.*  
 Bargains galore.—*Ben Spears, Memphis, Tenn.*

## PHRASES

Plumpest values.—*Schipper & Block, Peoria, Ill.*  
 Peerless offerings.—*The Leader, Minneapolis, Minn.*  
 A keep-busy sale.—*W. C. Loftus & Co., New York.*  
 An aggressively conducted price reduction sale.—*Kaufman's, Pittsburg.*  
 Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*  
 Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*  
 Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*  
 Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*  
 When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*  
 It pays to trade at Day's, Peoria, Ill.  
 Bargains with a great big B.—*Boone's, Fall River, Mass.*  
 Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*  
 Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*  
 Trade-inspiring chances.—*Boston Store, Milwaukee, Wis.*  
 Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*  
 An aggregation of values.—*Columbus D. G. Co., Columbus, O.*  
 Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*  
 Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*  
 A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*  
 This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*  
 Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*  
 A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*  
 Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*  
 November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*  
 Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*  
 If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*  
 Jaunty, picturesque creations.—*Mandel Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*  
 There can only be one best store.—*Perlmutter's, Jersey City, N. J.*  
 Where your money buys most.—*Happ & Marks, South Bend, Ind.*  
 Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*  
 All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*  
 We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*  
 What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*  
 If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*  
 "Always the best of everything for the least money." That's our store motto.—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*  
 "I undersell."—*J. W. Jennings, Washington, D. C.*  
 "Sellers of good clothes."—*Sisson & Sewell, Milwaukee, Wis.*  
 "Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*  
 "If they're Rich's shoes they're proper."—*B. Rich's Sons, Washington, D. C.*  
 "If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*  
 "Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*  
 An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*  
 This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*  
 You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*  
 Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*  
 Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*  
 We clothe the feet complete.—*Dalheimer, Baltimore, Md.*  
 "Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*  
 Counter-crowding values.—*The Goldenberg Store, Washington, D. C.*

## PHRASES



Lookers become buyers at our opening.—*Cheney & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.—

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.—

The best known, best grown, and best roasted coffee.—

Genuine goods, not substitutes or imitations.—

It is our ability to purchase that makes good purchasing here.—

Not to know our store is a misfortune.—

The wise man not only knows a bargain, but he gets it here.—

We work to eliminate faults and fault-finding.—

We lose money on many sales to make our selling satisfactory.—

Watching for what is new and good is a part of our business.—

Things rarely called for we buy to complete our stock.—

Remnants and left-overs go without reference to price.—

We sell the goods, but not the buyers of them.—

We are glad to be told.—

—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Matthews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKelvey's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't allow to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bonafide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advantages.—*Frederick Loeser & Co., Brooklyn, N. Y.*

## PHRASES

The most and best for your money.—*Whitehouse Dry Goods Co., Spokane.*

The climax-capping of modern-day buying is depicted in this sale.—*S. Kann Sons & Co., Baltimore, Md.*

Travelers' helps.—All the handy things you need to make your trip a pleasure.—*Wanamaker's, Philadelphia.*

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.—*Barker's, Los Angeles, Cal.*

Every pocketbook will welcome this news!—*Heavenrich Bros. & Co., Saginaw.*

Here you find what you want in such variety as assures perfect conformity to your individual taste.—*Rosenbaum Co., Pittsburg, Pa.*

Comforting news for these warm days. As the thermometer goes up our prices come down.—*Goldberg Bros, Detroit.*

A dollar or two will do.—*Spear & Co., Pittsburg, Pa.*

Get it at Evans's.—*Evans, Druggist, Philadelphia, Pa.*

If you get it at Aaron's, you get it good.—*W. S. Aaron, Altoona, Pa.*

Tempting values.—*The Fair, Muncie.*

Some hot bargains.—*Goldstein's, Youngstown, O.*

Hot weather necessities.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Banner bargain sale.—*T. G. Webber, Salt Lake City, Utah.*

Brisk looking for bargains.—*Hochschild, Kohn & Co., Baltimore, Md.*

A few pointers bargainward.—*Crosby Bros., Topeka, Kan.*

A slaughter of the innocents.—*The Fashion, Bangor, Me.*

A feast of bargains.—*Griffins, Altoona.*

A big barricade of bargains.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

Stylish nobby Summer clothing popularly priced.—*Hamburger's, Los Angeles.*

A sterling sensational sale of new seasonable suits, in which quality and durability predominate.—*The Surprise Store, Pittsburg, Pa.*

We do what we advertise to do.—*George H. Alf, Burlington, Ia.*

We always have what we advertise.—*The W. J. Woods Co., Worcester, Mass.*

When Anderson says so it means something.—*W. A. Anderson & Co., Galesburg, Ill.*

Now's the time to make by spending.—*Wolf Greisheim & Son, Bloomington.*

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.—*The Wanamaker Store, New York.*

A dozen seed thoughts.—*Campbell's, Pittsburg, Pa.*

Watch, wait, wonder. A new ad. very soon.—*J. R. Bradley Co., Reno, Nev.*

Ribbon splurge.  
Good ribbon news.  
Great waist carnival.  
Trade winning values.  
Another rousing sale.  
Final skirt reductions.  
Toilet articles in uproar.  
A grand hoisery bargain.  
Phenomenal suit offerings.  
Grand values in millinery.  
Gloves at give-away prices.  
Spring's finest coats reduced.  
Notice our many "specials."  
More odd lines in wall paper.  
Visions of summer loveliness.  
Marvelous underwear bargains.  
Come early for these curtains.  
Prices in wool take a tumble.  
Rare values in skirts and coats.  
Never such values in furniture.  
An opportune sale in Cluny lace.  
Savings on household necessities.  
Unusual values in the linen room.  
Rich cut glass for June weddings.  
Dress goods and silks slaughtered.  
Delightful glove bargains Tuesday.  
Profits shaved to the quick in staples.  
Prices talk here Monday and Tuesday.  
Pretty undermuslins at special prices.  
Fashion leaders for women's wearables.  
Note these exceptional furniture values.  
Great sale of women's and girls' apparel.

Come and see these exquisite white goods.

Fruitful, fleeting Friday only bargains.  
Bargain snaps in the juvenile section.  
The housefurnishing sale you've waited for.

Here's a whirlwind value in bleached cotton.

An early morning rally to the boot section.

Unmatchable apparel values for everybody.

Magnificent array of special silk bargains.

Sacrifice sale of carpets, rugs and linoleums.

The finest bargain of the season in white waists.

Children's dresses in handsome style variety.

Ribbons will take wings to themselves to-day.

Extra special bargains in men's fur felt fedoras.

## PHRASES

These prices actually shout their economy.

Sweeping reductions on all ladies' outer garments.

The garment department should be visited this week.

Prices are down, way down, on these dress goods.

All at prices really less than the material would cost you.

Continuing to-morrow, the greatest coat sale of the year.

Fresh lines of wanted merchandise strongly featured.

Bargain interests center here Saturday, shoppers well know.

Extra values throughout the house during May white sale.

Embroidered shirt waists will be "all the go," this season.

Refrigerators. Housefurnishings in a notable underprice sale.

A silk bargain that will make things lively at the silk counter.

These underselling values should tempt you to buy your apparel here.

Monday specials of great interest to those not adverse to splendid saving.

To-morrow, a May-day carnival of irresistible values in all departments.

Profitable because the bargains offered are greater than ever offered before.

Why not make this stationery offer for to-day spell O-p-p-o-r-t-u-n-i-t-y for you?

Head and shoulders above anything of its kind is our Friday special hour sale.

Warm weather bargains: Cool, comfortable dressing sacques, also at parts of prices.

A suit to suit.

Hosiery inducements.

Clothing prices cut deep.

Splendid summer specials.

Notions and drug sundries.

Unexcelled clothing for men.

Boys' oxfords at lower prices.

Our greatest July ribbon sale.

Noteworthy bargain offerings.

Other superior summer values.

Final clean-sweep of millinery.

Big savings for prompt buyers.

Shoe savings of unusual interest.

A price magnet in men's clothing.

All milliners flowers at half price.

Summer shirtwaists to race away.

A price upheaval in women's suits.

Friday bargains for thrifty housewives.

Not cheap clothing, but good clothing cheap.

A list of underpriced silk specials for Saturday's selling.

The best values and handsomest styles we have ever offered.

Phenomenal value-giving marks this, the sale of all underwear sales.

Women's tasteful, refined summer garments of surpassing merit.

Tremendous reduction on a mammoth assortment of women's natty hats.

Money-saving values.

Last day of hurry out prices.

A price surprise among the purses.

Small oriental rugs at little prices.

Beautiful assortment of neckwear.

Very attractive values in men's furs.

Unusually low prices on athletic goods.

Unusual opportunities in parlor pieces.

In the cloak department points of merit.

The most phenomenal values ever given.

A large assortment of fancy handkerchiefs.

A list of good gift suggestions in furniture.

Prices the lowest, qualities beyond question.

The particular boot for particular women.

Quality costs us more, but it holds our trade.

Greater reductions than were ever before offered.

Women's underwear at remarkable reductions.

Special values that will realize your highest expectations.

Surprising values.

Incomparable prices.

Vigorous price-cutting.

Many robust bargains here.

Extraordinary values in coats.

Economies in the clothing corner.

Price magnets from the millinery.

Absolutely without equal anywhere.

Fancy goods to be almost given away.

Perfect goods—greatly reduced prices.

Savings for you in gloves and hosiery.

Price attractions among the fancy goods.

The best possible article—the lowest possible price.

The best chance of the year to save money on footwear.

Babywear offerings—absolutely without equal anywhere.

Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.

Reductions that are truly remarkable for extremeness.

This sale of undermuslins brings economy to thousands.

Extraordinary price cutting to reduce stock at once.

Come to us when you want a heaping money's worth.

## PHRASES

We sweep out all stocks with the big broom of small prices.

The big half-price sale of women's tailored suits swings merrily on.

All merchandise must be sold in its season regardless of consequences.

It's a good time to save money on kitchen and other housekeeping articles here.

Enormous savings effected for home keepers by our advance purchases.

The most popular carpet store where low prices and good quality reign supreme.

In taking inventory we have run across hundreds of short lengths, and even skirt and suit patterns of broken lines which we desire to clean up quickly and have just cut the price in two.

We've completed an inventory of our stock and find ourselves possessed of a large number of odd pieces which, following our semi-annual custom, we will dispose of by a clearance sale during January at prices some of which are below cost, and others most liberal reductions. The articles are all good, each being perfect in quality and construction.

Meats of best quality.

Superlative values in staples.

A money-saving opportunity.

Extremely good glove values.

Strong price magnets in the millinery.

A hurry-up clearance in women's coats.

Tempting dollar values in the shoe section.

Saturday a great day in the clothing corner.

Chance to buy a beautiful, luxurious fur coat.

Such wonderful bargains have never before been offered elsewhere.

Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Wall paper aids spring cleaning.

Spring cleaning suggests wall paper.

House cleaning? Paper your walls.

Decorate your home this spring.

Beautiful, inexpensive wall paper.

Decorate your home at low cost.

Do your walls need repapering?

New raiment for your walls.

House cleaning? You need wall paper.

To clean your home thoroughly paper your walls.

A clearance of fine embroideries—oddments.

Here are helps for housecleaning and moving.

Interesting values from our busy staple section.

The big muslin underwear sale continues unabated.

Women's sample footwear at a "step lively" price.

Special sale of an imported sample line of fancy china.

Special attractive prices prevail throughout this exhibit.

We try to serve you best and ask you to judge our success.

Mothers shouldn't miss this good thing in children's dresses.

Umbrella bargains to impel about everybody to buy Friday.

Styles of surpassing excellence in women's and misses' apparel.

Clipped prices and the highest grades for you.

Clip this out or make a money-saving memo.

Cheapness in prices only—excellence in qualities.

Both quality and price here appear for your patronage.

Come to us when you want a heaping money's worth.

"Goodness" is an adjective that well qualifies this article.

A daring cut in prices all along the line.

At these prices the goods will go quickly.

The cream of trade at buttermilk prices.

An opportunity worth taking advantage of.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

A great money's worth given with every purchase.

Every taste and every purse finds satisfaction here.

A little money buys a lot of foot comfort here.

New spring goods are revolutionizing the store.

Harvest for frugal, economical housekeepers.

Meritorious articles priced at moderate figures.

Remarkable values lend interest to the new hosiery.

Visit us at your early convenience, to your advantage.

Memoranda can be made from this list with advantage.

Sweeping out winter caps at next-to nothing prices.

Bought for quick selling and priced to insure that result.

Some of the special sales now in progress that offer great savings.

Paragraphs that are meaty with the best kind of trade arguments.

Be warned by yesterday's experience—profit by to-day's opportunity.

Dependable qualities.

## PHRASES

Friday's furniture favors.  
 Bed pillows at price savings.  
 Good comforters down in price.  
 At less than half original prices.  
 Such a rattling among the plates!  
 Women's gloves marked to clear.  
 Very tempting dress goods values.  
 Great money saving grocery values.  
 In bedroom suites we excel greatly.  
 Price savings on rich brilliant pieces.  
 At absolutely unprecedented prices.  
 A noteworthy clearance in wall papers.  
 Two money savers for men in felt boots.  
 Good wearing shoes. Good looking shoes.  
 Exceptional indeed are the embroidery values.  
 Brilliant early spring showing of the most favored silks.  
 An extensive representation of exclusive styles specially priced.  
 A cut in cutlery.  
 A sensational watch offer.  
 Reliable kitchen timekeepers.  
 Profits melted away in staples.  
 A sixty-minute ring reduction.  
 Marked down in the millinery.  
 Dollars in the drug department.  
 Surprise values in fancy goods.  
 Here's light on the subject of lamps.  
 Remarkable reductions in lustre waists.  
 A clean sweep at the trimming counter.  
 Sweeping out day in household hardware.  
 Values unsurpassed in pretty wash goods.  
 Thursday's money savers in the china section.  
 Broom busy among initial pins and brooches.  
 Look at these pretty waists and then at the prices.  
 A stiff bargain breeze will blow these hats out of the store in no time.  
 Wholesale slaughter of reliable merchandise.  
 Wet weather-wearing apparel slashed in price.  
 Thrilling reductions in hosiery and underwear.  
 Surprisingly beautiful display temptingly priced.  
 At lowest prices consistent with good quality.  
 Important reduction sale of beautiful millinery.  
 The longer you wear them the more you'll like them.  
 Beautiful collection hemstitched linen table sets.  
 Prices cut in half and in many instances much less.  
 There is no true saving where quality is not considered.

## PHRASES

The best of economy to anticipate your clothing needs.  
 Marked-down offerings have amazed Troy's shrewdest shoppers.  
 Strongest house garment values in the Western Hemisphere.  
 Most brilliantly beautiful display of the world's best weavings.  
 Its marvelous values in dress goods have taken the town by storm.  
 Never before have such fine furs been sold at such astonishing prices.  
 Prices that speak wonderful savings to every economical shopper.  
 The most unique and fascinating display and price demonstration in the history of white goods retailing in Montgomery.  
 A rare chance to get a high-class piano cheap.  
 Remarkable reductions on seasonable garments.  
 Get your share of these extraordinary offerings.  
 Hundreds of splendid money-saving opportunities.  
 Special underpricings in the saving domestic department.  
 The interest grows greater and bargains more astonishing.  
 All low price marks have gone to smash in this terrific price cutting.  
 Most sensational prices that give you adequate reason to purchase now.  
 It is the broadest and best sale we ever planned. It is the most difficult sale we ever worked for.  
 We are opposed to the trust, and for that reason we have a cash system and trust no one. This enables us to retail our goods at syndicate prices.—*Funk Bros., Ottumwa, Ia.*  
 Business trousers tip-top for business wear, "good enough" for hitching to the Sunday coat, \$2.89 to \$3.50.—*Meigs & Co., Springfield, Mass.*  
 Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.—*Benger & Born, Kenton, O.*  
 We shall soon count our money and goods, to see how much we're worth and what progress we've made. Hence this *January Rummage Sale*—a great Pre-Inventory movement towards a quick clearance. How much shall we value this soiled and neglected merchandise—two-thirds? half? We don't know. But if we sell it to you at a bargain, we know we can count the money accurately enough. And we know the value of good will, too.—*The liberal discounts.—Schipper & Block, Peoria, Ill.*

## PRICES

*We always suspect that certain people, in paying the price of success, manage somehow to work in the short change racket.—Puck.*

Unprecedented prices.—*Mandel Brothers, Chicago, Ill.*

Price cuttings that seem almost fabulous!—*E. S. Brown Company, Fall River, Mass.*

Daniel peerless pant prices.—*H. & D. Daniel, Hartford, Conn.*

Hot prices for cold weather.—*Maassup Grocery Co., Galveston, Tex.*

Money saving prices.—*G. G. Pyle, Johnstown, Pa.*

Prices cut to a point where buying is irresistible.—*H. Eilerman & Sons, Minneapolis, Minn.*

February prices.—*Louis Beck, Lansing, Mich.*

Price surprises.—*Brown, Thompson & Co., Hartford, Conn.*

Prices sharply reduced.—*Rothenberg & Co., New York.*

Pre-inventory clearing up prices.—*The Chas. R. Hart Co., Hartford, Conn.*

Midwinter price wonders.—*H. & G. Daniel, Hartford, Conn.*

Modest and right prices rule here.—*A. Schradzki Co., Peoria, Ill.*

Prices cut to pieces.—*Boyle Hardware Co., Ogden, Utah.*

Very tempting prices.—*Willis A. Cates Co., Portland, Me.*

End of the week prices.—*Crawford's, St. Louis, Mo.*

An entire week of price slashing.—*The B. & O'Gann, Pueblo, Col.*

We've lost the exact rule for measuring price reduction, but we know that this is the deepest gash into figures we've attempted.—*The Leader, Minneapolis.*

Prices chopped in two.—*The Day Carpet & Furniture Co., Peoria, Ill.*

Radical price reduction to insure quick reduction of overplused stock.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Maximum of quality for the minimum of prices!—*Duff & Repp Furniture Co., Kansas City, Mo.*

Marked concessions in price.—*Lyon & Healy, Chicago, Ill.*

Prices shattered and shivered.—*Hart-*

*man Furniture and Carpet Co., Louisville, Ky.*

Ever find a \$10 bill? Well, that's just what this sale is like. At the prices we offer these suits and cloaks, it is just as good as finding half the purchase price in the pockets of the garments.—*The Bee Hive, Kansas City, Mo.*

Long coats, short prices.—*C. E. Longley Co., New Haven, Conn.*

January prices.—*The Plymouth Clothing House, Minneapolis, Minn.*

Prices take a tumble.—*J. A. Jones's, Alliance, O.*

Prices beckon to you thus.—*Romer, Lovell & Co., Bay City, Mich.*

We have turned prices topsy turvy on everything.—*A. S. Berry, Ottawa, Ill.*

Plain Prices.—All the ornaments knocked off the prices! We have been in business just six months. We have done well, better than we expected. For two weeks, plain, very plain, prices will be the rule. Plain cards in black and white prices to start with, plain reductions, plain values, plain evidences that our first semi-annual effort is going to mean money to you.—*Empire Furniture Store, Schenectady, N. Y.*

Save Your Money on the Spot, Take Your Saving Home with You, and Spend It Where You Please.—There is no string tied to The Fair's prices, no come-backs, no further reckonings. In plain figures, our prices tell the story of real economy. When you've bought, you're through, and can spend your savings for what you choose.—*The Fair, Chicago, Ill.*

Prices are quick sellers.—*N. Y. Mail Order Store, N. Y.*

Prices all cut to pieces.—*Ilten Bros. & Taeye, Cedar Rapids, Iowa.*

These prices are a rare treat.—*W. F. Shelton, Jr., Kennett, Mo.*

One thing is better than our prices—our quality.—*E. M. Austin, Litchfield.*

Disastrous prices.—*W. W. Morgan Clothing Co., Kansas City, Mo.*

Assortments that are peerless, styles that are confined to us.—*Lansburgh & Bro., Washington, D. C.*

## PRICES



Read these spring sale prices. Here's saving that counts.—*Livingston's, Youngstown, Ohio.*

Next to that which is next to nothing in price.—*Lazarus, Columbus, Ohio.*

A quick exit price.—*Joske Bros., San Antonio, Tex.*

A carnival of low prices.—*Meigs & Co., Springfield, Mass.*

Warmer weather brings lower prices.—*Hills & Co., Hartford, Conn.*

A Strictly One-Price Policy Wins Confidence Where a Shifting Policy Fails.—*Minneapolis Dry Goods Company, Minneapolis, Minn.*

Commanding prices.—*Kent's, Cleveland, Ohio.*

Sure-to-sell prices.—*Ackeman, Pueblo.*

Volcanic eruptions of prices.—*The Big Store, Marion, Ind.*

Prices everlasting the lowest.—*Hale's, Sacramento, Cal.*

Housekeeping prices.—*Schenectady Public Market, Schenectady, N. Y.*

Bold price cutting.—*Rothschild & Co., Chicago, Ill.*

Prices drop to the bottom.—*Evans, Munzer, Pickering & Co., Minneapolis.*

Nothing has been reserved in our men's clothing department. Every article reduced in price, some of the suits and overcoats reduced forty per cent. Just think of it, suits for about half price. All of our clothing is well made, and everything the very newest cut, but we have always made it a rule to close out goods every season regardless of price and we don't propose to carry over one winter suit or overcoat.—*The Red Front, Fresno, Cal.*

What can it profit you to pay someone else one-third more for a perhaps one-third less good—that's the proposition up to you. "Fairy Tales" may please the kids all right, but when it comes to those who do the buying, it's the World's Finest Quality they want, and they want it at the world's lowest price.—*J. D. Miller, Denver, Colo.*

This ad. contains news of useful things for the home. You should read every word. When we advertise the price must be the lowest, as Whalen Brothers will never be undersold.—*Whalen Bros., Brooklyn, N. Y.*

We have conducted many successful hosiery sales during our long experience, but the price schedule handed us by the buyer of this department for this special hosiery sale is decidedly the lowest price schedule we have ever advertised.—*Bon Marche, Washington, D. C.*

Money! why you'll be surprised how little it takes now, yes, fairly amazed at the extent of its purchasing power at "The Big Store." Fortunate for you, we bought our mammoth stocks at the discounts we did—as these prices are positively the very lowest ever asked for high-grade seasonable merchandise, making them bold examples of the greatest economy ever made possible by any concern. Read on, and on—don't skip a line or you may skip a dollar. Come!—*A. C. Barley & Co., Marion, Ind.*

One of the oldest branches of our business is that of Household and Decorative Linens. We were recognized leaders in this line fully a generation ago; and our leadership has steadily strengthened with each succeeding year. To-day there are probably less than half-a-dozen merchants in the world whose trade in Linens, wholesale and retail—equals ours; not one that has closer or more favorable relations with the chief sources of supply. And this means that our customers may always choose from the choicest patterns at lowest prices.—*Strawbridge & Clothier, Philadelphia.*

When the economists shall have devised the ways and means to establish an equation between supply and demand such extraordinary events as this will have ceased to be a phase of our system of merchandising. Until then we propose to share the spoils that come our way with those upon whom we depend for the success of our business. The offer involves the sample garments of two manufacturers who devote their efforts to garments of the highest grade, together with a number of suits and coats from our regular stock. The price concessions are, without exception, extreme.—*Saks & Co., New York.*

For genuine and resistless values there is no place equal to our splendid consumers' department, the greatest salesroom of its kind in Ohio. Each one of our Saturday specials is the barometer that indicates the lowest register of price reduction. More fine values can be found among our price marks than any drug house in Ohio can show. It is necessary usually to hunt bargains, but you get them here merely for the trouble of watching our ads.—*Columbus Pharmacal Co., Columbus, O.*

Once more we hammer down prices on stoves and heaters of all kinds till there isn't the smallest vestige of doubt left as to the money-saving chances in each lot. Such decided price cuts herald the advent of brisk purchasing.—*Seigel Cooper Co., New York.*

## PRICES

The continual and rapid increase in our business gives us powerful advantages. It enables us to buy in large quantities direct from the manufacturers and consequently to place before you matchless values. The purchasing power of a dollar never before reached the height to which we have forced it. Up-to-date, reliable merchandise marked at unequalled prices, together with our many money-saving opportunities, proclaim to the people of the Inland Empire this is the store that saves you money.—*Femp & Herbert, Spokane, Wash.*

The Russia of high prices routed by the Japan of our sale. Ruthless slaughter of values continued at "The Big Store With Little Prices."—*Excelsior Clothing Co., Binghamton, N. Y.*

Fancy rents and fancy prices are invariably concomitants. Between our expenses and those of stores in the zone of dizzy rents there's a chasm-like difference—measured not by cents, but by dollars. And inasmuch as every merchant must necessarily exact a certain fixed profit it isn't visionary that high prices must support high rentals. For a better, more vivid example, note the prices quoted here.—*Ludwig Baumann & Co., New York.*

Sweeping price reductions. Every silk suit in the store is free to go at one-fourth from last week's prices—regardless of cost or value; from simple shirt waist suits to elaborate costumes—none reserved.—*James Cooper, Los Angeles.*

Six days in which to sell every piece of goods we won't count at stock-taking. Six short days of harvest for the thrifty. Prices on all lines of summer goods have been reduced far below actual cost to us. Stocks will move in a jiffy at these amazing prices. Just a hint of the wonderful bargains you'll find.—*Seigel Cooper & Co., Chicago, Ill.*

Profitless Prices Now Hold Full Sway—prices that will clear our warerooms of present stocks as a storm-wave sweeps the deck of an ocean steamer. The clearance is absolute. The goods must go. We're making room for new Fall designs so soon to arrive. It's a stupendous undertaking—a daring movement—a sale with values unparalleled in the history of St. Louis' merchandising.—*Hartman Furniture Carpet Co., St. Louis, Mo.*

A grand money-saving opportunity that shall live long in the memory of those who attend—a sweeping out of a vast quantity of odds and ends left from the spring season, through the medium of slaughtered prices. Twenty-five

per cent. has been cut from former sale prices—prices then lower than any other concern, large or small, in all St. Louis. The flood gates are now swung open—now for an unparalleled outpouring of mighty bargains.—*The Hub, St. Louis.*

Faster and faster falls the lash of lower prices—deeper sinks the spur of cut prices into the sides of our stock of broken sizes, sending sales forward with a rush that means a banner July for us—banner bargains for you. This ad tells of five Wind-up Specials.—*The Hub, St. Louis, Mo.*

And other housefurnishings at a saving reduction in price that will appeal to every wise housekeeper. We meet all competition. Our goods are always reliable and when we say there are bargains here for those who will come after them it can be implicitly relied upon.—*The Chas. R. Hart Co., Hartford, Conn.*

This remarkable, twice yearly event is looked forward to by thousands of Women, Misses and Children from all over the state of Connecticut as an exceptional opportunity to buy the latest and choicest of Millinery at much less than one-half former prices.—*R. Balenstein & Co., Hartford, Conn.*

There are still no signs of abatement of public interest in this sale. Quite the contrary—we're even busier this week than last. Everybody who hears of this sale seems to be determined to share in the wonderful bargains. And rightly so, for the prices named at this sale are far less than wholesale. Thus, while this sale lasts our customers can buy ready-to-wear apparel of every description for man, woman and child at lower prices than the dealers.—*Kaufmann's, Pittsburgh, Pa.*

This combination of purity hand in hand with economy is what has made the grocery department of this store so popular. Enormous daily purchases in the best and most reliable food markets enable us to quote lowest prices.—*The 14th St. Store, New York, N. Y.*

If a man were to come into our store to-day expecting to find large varieties in style and fabrics to choose from he would likely be disappointed. This stock is very low, but to offset this fact we are making the prices very low. You'll have to hunt a bit maybe to find what you're looking for, but you may find just what you want at prices away below what you had been expecting to pay. Worth while to come and see, isn't it?—*Emery, Bird, Thayer & Co., Kansas City.*

## PRICES

A comparison of our goods and prices with what are advertised elsewhere will convince you and bring you to this store as a regular customer. We have built up a booming business here in Peoria, by giving you good goods at reasonable prices, and allowing you to pay for them so much at a time that no hardships have been wrought. It would surprise you to know what a dollar a week or a dollar a month will buy.—*Gately's, Peoria, Ill.*

A final clearance, in itself, means extreme reductions, new prices we paid for the weaves. So this rich picking.—*Macy's, New York, N. Y.*

We've resolved to wind up the month's upholstery business with a blaze of glory. Hence a salvo of price-fireworks that cannot fail to impress and interest the housekeeper who is bent on making her winter quarters, comfortable.—*Wanamaker, New York, N. Y.*

Some lines of goods have not moved fast enough, although the store has been thronged for two weeks. So we have gone through the stocks again, crowding down, forcing down, cutting down the prices regardless of previous markings. The result will be apparent throughout all stocks in the house when the store opens this morning for resumption of the sale.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Our buyers have been scouring the country for the past two months selecting the best productions of the best factories and securing for spot cash many special lines of goods at exceptionally low figures, which enables us to offer them to you during this sale at prices lower than their values warrant.—*W. H. Hocke, Washington, D. C.*

Another startling big price tumble. Style, quality and low price are the great considerations, and all are combined in the following items.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Come, expecting low prices—"Curtin sells it for less." No difference what others offer you, Curtin will do better.—*A. P. Curtin & Co., Great Falls, Mont.*

If you are coming shopping Saturday, be sure and come to the "Blakely." Bring along your want list (even though the items are not mentioned below) and we will be glad to show you the goods and give you the prices. We know that you will get as good values, as good treatment, and better satisfaction by purchasing your goods here Saturday. Come and get our special prices.—*The Blakely Dry Goods Co., Spokane, Wash.*

The money to be saved by making your selection from the Sanger stocks at their present greatly reduced prices is no small matter and demands the prompt attention of all who would practice economy, and at the same time dress well.—*Sanger Bros., Waco, Texas.*

We subjoin a few items to indicate how smartly we have lowered prices for our sale. As there is but one of a kind on this list to be sold at the special price, whoever comes first will get the article.—*Hahne & Co., Newark, N. J.*

An Explosion of Prices!—*The Bee Hive, 912-914 Main St., Kansas City.*

At Melting Prices.—*Wanamaker's, New York.*

Extravagant Prices and Exorbitant Profits are Strangers Here.—*Kahn & Back, Memphis, Tenn.*

Prices Knifed Again.—*Seidler & May, Hartford, Conn.*

Sacrificing Prices.—*Lasser's Store, Joliet, Ill.*

There's Nothing Greedy About Our Prices—Just the opposite.—*Horsfall & Rothschild, Hartford, Conn.*

Words fail to express how good the values of the above offers, but a few moments' examination will quickly convince you how much under price they are and will, we think, persuade you to supply yourself liberally while you have such chances for money saving.—*Brown-Thomson & Co., Hartford, Conn.*

The importance of the coming week may be gauged by these representatives of the greatest price attractions ever offered at any time by any store, specimens of thousands from which you may pick their equal in appropriateness, price reductions and reliability. Overflowing shelves and counters respond to your every need. New specials every day. Let early morning shopping be your watchword.—*L. S. Plaut & Co., Newark, N. J.*

We are clearing the stocks regardless of cost—the rebuilding operations demand additional room—nothing is reserved—all up-to-date, desirable summer merchandise must be closed out immediately—a complete clearance is our aim—we carry nothing over and prices are cut right and left to accomplish a prompt and thorough reduction of our stocks.—*H. Solomon & Co., Pittsburg.*

Prices in every instance will be decidedly under value.—*Journey & Burnham, Brooklyn, N. Y.*

Others talk "trading stamps"—value is the topic here.—*Hearn, New York.*

## PRICES

Prices cut in two in the middle—that means much or little, according to the store. If prices are first marked up and then bisected, you get but little saving—it's a shyster trick that many claimed-to-be reputable stores still keep "up their sleeves" for occasions. Gimbel half prices are exactly as represented—a bald statement of fact. Customers have proved it time and again; picked out a suit; waited; paid the half price—took the chance that their particular pattern or size would be sold before the half price came. But proved it.—*Gimbel Bros., Philadelphia.*

Extremely small prices.—*Abraham & Straus, Brooklyn, N. Y.*

We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If a day, a week, or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn.*

We want to say positively to those who have been waiting for our great summer clothing sale that the event begins to-day, when prices will be the lowest of the season.—*Simpson Crawford Co., New York.*

"What reason," you ask? the manufacturer of these suits is of the hopeful kind; he started out big, manufacturing "not wisely but too well," so when he at the end of the season found he had too big a stock on hand he was willing to part with it at a sacrifice. Our ready cash tempted him, and to-morrow you will see these swell suits on our second floor ready for your inspection. As they come to us, so they go to you, at a bargain.—*A. S. Knowles Dry Goods Company, Montgomery, Ala.*

Never was there such a phenomenal reduction of prices on fine furniture in the history of furniture sales in Columbus. Every article in our immense stock of furniture, carpets, rugs and curtains being marked way down. It will pay you to visit this sale.—*Home Furnishing Co., Columbus, O.*

The Jenkins one-price plan saves you patience, time and money. In the store of a sliding-price "get-all-you-can" dealer you lose time haggling and dickering and are never sure of the right price or fair treatment. In the Jenkins store a child can buy as cheaply and as safely as the most expert.—*J.*

*W. Jenkins' Sons Music Co., Kansas City, Mo.*

While our prices have been lower than the lowest, we have made a still deeper cut in the prices of everything in the house.—*Stockton & Company, Salem.*

These are prices that you never dreamed would be offered until the end of the season, and here the coats are, all new and ready for you to put on and wear at the slightest prices. The prices are new prices that begin to-day. We won't quote values to you. Come, rather, prepared to be impressed and greatly impressed.—*Emery Bird, Thayer Co., Kansas City, Mo.*

We mark all goods in plain figures—for many years past we have been absolutely and positively a strictly one-price house. We can afford to take this position because our marked prices indicate better value than is ever found in so-called cut prices.—*Ryrie Bros., Toronto, Can.*

No half way or half hearted low price making in this memorable week's selling.—*Cash Dry Goods Co., Bay City, Mich.*

Ladies Listen!—Spring wholesale business was bad—cash talked big when we bought these things for you.—*Jones Dry Goods Co., Kansas City, Mo.*

It's the combination of dependable qualities and low prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Some interesting underpricings.—*Barnard, Sumner & Putnam Co., Worcester.*

Don't Waste Your Money.—It's a sin to throw hard-earned money away. And paying extravagant prices is just about the same thing as squandering cash. Never continue in doubt as to where your money will go farthest. Come to Friend.—*Friend, Scranton, Pa.*

Owing to the unusual concession in buying we are enabled to quote prices that astonish wholesalers, who know how cost has advanced. In fact, we could easily sell our entire stock in bulk at these prices, but we prefer to sell them in regular retail way—they'll go fast enough.—*Hearn, New York.*

We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn, N. Y.*

## PRICES



A price revision on summer suits.—*Wm. Vogel & Son, New York.*

The manufacturers are cleaning up stocks, and when goods and styles come up to our standard, we buy and give customers the benefit of our purchases.—*Hills, McLean & Haskins, Binghamton.*

Prices on high class merchandise that tell of great value giving.—We present to-morrow the strongest list of values we have ever been able to offer—quotations that for lowness have never been equaled in this city. It is impossible to tell you how great the values really are which we are offering. Just look over some of the items in this advertisement and then remember that these are the very newest goods, the latest merchandise manufactured for this season's business; but owing to the trade and weather conditions, we are forced to sell good reliable merchandise at these special prices.—*C. R. Hawley & Co., Bay City, Mich.*

Just take another look at these prices. They are remarkably small when you consider that right now is the season when we sell most of these, and the season when by all standards of merchandising we should ask biggest prices. Compare these values with any you've seen lately. These goods are of a dependable quality—the kind we are safe in saying "Satisfaction or your money back" with every purchase.—*Jones Dry Goods Co., Kansas City, Mo.*

We need the room! We need the Money!—Next month our fall stock begins to arrive. Spring and fall goods don't mix. The spring and summer stocks must go. They must all be sold, no matter what the loss may be. Not a few articles marked down, but a store brimful of splendid goods, honestly reduced in price. Investigate these great savings. Come at once, now is the time to buy.—*Lyon Clothing Co., Portland.*

A real cut in prices.—*Friend, Pittsburg, Pa.*

Money-saving prices.—*H. Johnson, Altoona, Pa.*

Great money-saving prices.—*Golden Rule, St. Paul, Minn.*

Exceedingly close prices.—*Burns-Barry Co., Memphis, Tenn.*

Prices badly frost-bitten.—*W. V. Snyder & Co., Newark, N. J.*

No trading stamp prices here.—*J. N. Adam & Co., Buffalo, N. Y.*

At a price that should create a sensation.—*Ehrich Bros., New York.*

Our cash prices are matchless.—*Fontaine & Anglim, Crookston, Minn.*

Underwear prices well worth heeding.—*Beadler & Sherburne Co., Rochester.*

Prices that help your bank account.—*Schoedinger, Fearn & Co., Columbus.*

Prices on a sell-out basis that show determination.—*Boggs & Buhl, Allegheny.*

Prices which are not likely to be repeated in a lifetime.—*Frederick Looser & Co., Brooklyn, N. Y.*

"Jacobs stands between the people and high prices."—*Jacobs' Pharmacy of Montgomery, Montgomery, Ala.*

Powerful price-lowering in clothing section. Prices that savor more of "giving" than "selling."—*Clarke Brothers, Scranton, Pa.*

Originally our prices on imported garments have been so much less than other stores ask, that this will be an opportunity to buy gowns at prices never before seen in Philadelphia.—*Louis Stecher & Co., Philadelphia, Pa.*

Our story is this—we want the public to carefully study the prices in this ad., and compare them with the many others, and you will find that we realize that in order to continue to do the large volume of business we had this fall we must put the knife into prices deep, especially since so many real and more fictitious sales appear in this city, the reductions are in earnest.—*Goldstein Dept. Store, Youngstown, O.*

The extremely low prices we are naming will put these high grade couches in your home with very small cost.—*John Mullins & Sons, Jersey City, N. J.*

Price wonders!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Quick cash prices!—*Perley T. Black & Co., Bangor, Me.*

Prices pitilessly punched!—*S. S. Cullen & Co., Ottumwa, Ia.*

Good-bye prices!—*Hunter & Hunter, Detroit, Mich.*

Unmatchable low prices!—*Armbruster's Stocking Factory, Columbus, O.*

A terrible fall in prices!—*A. E. Forbush, Alliance, Ohio.*

Prices are abominably small!—*Hale's, Los Angeles, Cal.*

Prices almost beyond belief.—*The Modern Pharmacy, Binghamton, N. Y.*

Prices at figures that will draw crowds!—*Solomon & Ruben, Pittsburg, Pa.*

Bring your pocketbook to carry home the money you save in buying here. Dollars in merchandise for dimes in cash. We please the hard-to-please, that makes them our steady patrons.—*Hannah & Lay Mer. Co., Traverse City.*

## PRICES

Our prices are as low as, and in many instances much lower than similar qualities are quoted at in any of the low priced stores of the country.—*The Fair Store, Binghamton, N. Y.*

In many cases the reductions are made because the lots are small and must be closed out. Other lines are maker's samples and surplus stocks. As a rule the goods are all fresh and perfect, and no matter how low the price, each customer may be assured of receiving a worthy quality—an assurance which distinguishes this sale from all others in this class.—*The Scott Dry Goods Co., Cleveland, O.*

If you appreciate value you will have no fault to find with our prices.—*Cochenthaler, Montreal, Can.*

Savings of a degree and number to interest every lover of quality and economy will be afforded Denver citizens. Consider well all that this occasion reveals. Do not have to reprove yourself for neglected opportunity but bend to the oar.—*The Lewis Store, Denver.*

Five days of sensational cut prices. Forced to unload and thousands of articles slashed to the lowest notch because we must reduce stocks before inventory and we've made prices that will do it. From basement to roof—in every nook and corner there's bargains galore to stir you to the greatest kind of buying. Every price at the bottom—just compare—all other sales outdone. Price for price we undersell them all—for we make reductions that are real reductions. No half way price cuts at this sale—for we've started out to do the biggest week's business in our career, and if bargains ever brought crowds there'll be the greatest kind of a store crowding here every day this week.—*L. H. Guldman, Denver, Col.*

Now is the time. You who have been waiting for a general reduction of prices, here is your chance.—*Patter-Whitehill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Here's an event that will gladden women's hearts, for it represents an exceptional opportunity to buy handsome separate skirts in both dress and walking styles at small cost—the quality of materials and tailoring being superior to any that these greatly reduced prices ever purchased before. There's a splendid variety of them at all prices quoted, but we would advise you to come early, for such value-giving as this is short-lived. Yesterday morning ushered

in the event. Come to-day.—*Sage, Allen & Co., Hartford, Conn.*

It is customary—perhaps everywhere but at Macy's—to give discounts or inside prices to tailors and dressmakers, discriminating against the patron who buys only occasionally to supply her own needs. The system obviously has its faults, and it is still further weakened by the fact that our regular prices are usually lower than the "inside" prices met with elsewhere. That we supply large numbers of tailors and dressmakers—who get no discounts or commissions here—is evidence supporting our assertion.—*Macy's, New York, N. Y.*

Prices are, after all, a second consideration to many. The great strength and remarkable growth of the Palais Royal's toilet department is due mainly to the entire absence of unreliable articles and the certainty one has of finding all of the world's best productions here. Incidentally prices average 33 per cent. less than drug store quotations.—*The Palais Royal, Washington, D. C.*

A backward season.—Cause of terrific reductions. Every department teems with a big stock which was bought with the expectation of a large and early spring trade, but the weather conditions retarded business to such an extent as has left us with more goods than we should have at this time. We expect to make to-morrow a big day in the history of this big store. To do it we have resorted to emphatic price reductions.—*The Capitol, Columbus, O.*

Prices all topsy-turvy on account of remodeling.—*P. H. Bergman & Co., Peoria, Ill.*

A great sale starts to-morrow in which the special prices on thousands of pieces and sets bear little relation to actual retail value. Large preparations have been made, and the entire field is comprehensively covered; the new and improved department is fairly overflowing with extra values. In connection with our many special purchases below usual prices, we offer numerous lots of desirable goods on hand at great reductions.—*Straubridge & Clothier, Philadelphia, Pa.*

Investigation will develop the fact that the prices quoted herewith have been figured in every instance considerably less than 20 per cent.—*Arkansas Carpet and Furniture Co., Little Rock, Ark.*

We have gone through our stock and put the knife deep into the price of each item, which is bound to make quick selling.—*Cartwright's, San Bernardino.*

## PRICES



Our prices need no advertising. Everybody knows how low they are.—*James Butler, New York.*

The knife will go into the prices on our entire stock, nothing reserved. All goods will be sold at a great sacrifice, cost not considered.—*John Leith, Bay City, Mich.*

Friday our great 51st anniversary sale will have reached its climax in the suit and coat sections. Low prices have prevailed during the past two weeks, but these Friday prices are the lowest.—*Pettis Dry Goods Store, Indianapolis.*

One attraction treads on the heels of another in this section, so fast do they follow. This time it's the season's swell—est autumn suits priced as you seldom see them priced at the season's ending. Our unequalled buying facilities, in conjunction with a fortunate trade circumstance, has made this remarkable offer possible.—*The May Co., St. Louis, Mo.*

We have them in all their manly and womanly beauty. Shoes, fine American shoes, for all occasions—street shoes, office shoes, dress shoes, and that name Browning on every pair is the stamp of genuine satisfaction and approval. When this store talks shoes the public listens—the proof of our words are found in the comfort, style, lasting service and finish of our shoes at the prices we charge when compared with the shoes and prices of any other house.—*Browning's, Columbus, Ohio.*

There's scarcely a woman comes into our store and examines our stock and prices that doesn't express her pleasure at having found a place where the really desirable grades of garments may be had at such low prices and that, too, without having to wade through heaps of inferior stuff to get what she wants.—*Louis Stecher & Co., Philadelphia.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This present movement presents one of the finest collections of quadruple plated hollow-ware that we have ever offered under-price. The beauty of the designs, the seemingly unlimited variety and the completeness of the assortment of pieces, together with the remarkably low prices, make a store feature that

housekeepers will appreciate the moment they see the display.—*Wanamaker, New York, N. Y.*

For our 213th Bargain Friday we will offer the greatest values of the season. Never did our store better deserve the name, "The Home of Good Values," for splendid values are everywhere in merchandise of seasonable interest—assortments that far excel those elsewhere. Friday's prices on the newest of autumn and winter merchandise suggest genuine economy—the economy that pays where there is unquestioned quality. It has and will always be our greatest aim to have our customers feel that they can come to this store with perfect assurance of finding at all times the greatest variety of the most desirable merchandise in every section, and that for the same and better qualities our prices are always the lowest.—*Roberts Bros., Portland, Ore.*

We make an emphatic demonstration of the power of extraordinary bargain prices on merchandise that is in season, and which is necessary to every person and in every household. No value pretense, but the actual giving of good goods at prices lower than those quoted by any other house for the same grades.—*The 14th Street Store, New York.*

The store is ready as never before to supply your every need for the coming season. Assortments are broader and better. Styles have been more carefully chosen in obedience to fashion's mandates. Qualities have been critically selected for their dependability. Prices have been marked on a narrow margin—of profit—the lowest possible.—*The Minneapolis Dry Goods Co., Minneapolis.*

Here's why!—contracts for these goods were placed long ago—the low prices that prevailed then and the extra discounts on our immense spot-cash orders, places us in a position now, in the face of higher quotations on all these goods, to offer you bargains in bed necessities never before equaled this early in the season by any concern in Marion. A complete stock of unquestionable qualities from the most noted American manufacturers, priced at a substantial saving to you. A most excellent opportunity—don't miss it.—*A. C. Barley & Co., Marion, Ind.*

There is real economy in the way we mark these garments. Our prices are incomparably low, our stock is one of the largest and best in America—an advance showing quite unusual so early in the season.—*Lit Bros., Philadelphia, Pa.*

PRICES

It seems a contradiction to good sense to say that we reduce prices right at the opening of the season, but nevertheless that is just what we are doing in this hustling young store. We are reducing the prices because we bought these garments at reduced prices and can afford to sell them for less than any regular buying store in this entire country.—*Jones Dry Goods Co., Kansas City.*

No matter how low the prices advertised by others, you may depend upon our prices being lower. Our reputation for underselling all others we sustain by as much price cutting as may be necessary. Very frequently our regular prices are lower than the special prices advertised by others. Notable instances of this continued underselling will be found by comparing Macy's prices with those quoted elsewhere.—*Macy's, New York, N. Y.*

It is seldom, indeed, that such handsome specimens take on the moderate prices that accompany these. The careful selections made by our experts, coupled with most advantageous buying, are accountable for this rare assortment of Oriental rugs being so moderately priced.—*Bloomingdale's, New York.*

This apparel is what the Model carried over from last year that we want to close out. We have reduced the prices to less than what the garments cost Kemper & Paxton. We still have plenty of those skirt and suit bargains which were on sale the early part of this week. In addition we have thrown in a big line of children's cloaks that are especially low priced for rapid clearance. We want you to read this list from end to end, because you will find savings and values that have not been equaled before.—*Jones Dry Goods Co., Topeka, Kan.*

Prices are remarkably low, even for our January sale—this year we bought as never before—prices reached the lowest ebb. In looking over the garments you will be surprised at the thorough goodness of materials, trimmings and workmanship, considering the extreme lowness of the prices. This sale will demonstrate as never before, that time and money are mis-spent in buying materials and making the garments in the home. Remember—January sale prices are the lowest of the entire year.—*Dayton's, Minneapolis, Minn.*

Prices border on sensational! Fresh, crisp underwear at most attractive prices ever quoted. Exquisite undermuslins at about cost of materials.—*J. M. High Co., Atlanta, Ga.*

The stocks are all fresh and new, just

opened for this sale, and they were bought at prices which enable us to offer them to you at very low figures, considering the excellent quality of the goods.—*Donaldson's, Minneapolis, Minn.*

Sacrifice prices.—*Clucker's Clothing Store, Kenton, O.*

Wilderness of low prices.—*Symon's, Butte, Mont.*

Profitless prices.—*James McLean's Store, York, Pa.*

Price-slashing sale!—*Z. C. M. I., Salt Lake City, Utah.*

Hurry-up prices.—*Morris Gross Co., Tacoma, Wash.*

Priced for a modest purse!—*Bernheimer's, Kansas City, Mo.*

Reliable goods reasonably priced!—*Myers Bros., Williamsport, Pa.*

Another explosion of prices!—*The Ed. Malley Co., New Haven, Conn.*

Our scalping knife is almost worn to the heft!—*Crawford's, St. Louis, Mo.*

Just a windfall, that's all. Prices blown away.—*Hackett, Carhart & Co., New York.*

Prices that insure your pocketbook against a vacuum!—*The Satisfactory, Saginaw, Mich.*

Tremendous possibilities for money-saving!—*McCurdy & Norwell Co., Rochester, N. Y.*

Prices, quantities and qualities overshadowed!—*Frederick Loeser & Co., Brooklyn, N. Y.*

Prices that make it wise for you to anticipate future wants!—*Hanan-Matthewson Co., Cleveland, O.*

Prices that appeal to the money-saving instincts of the thrifty!—*J. N. Adam & Co., Buffalo, N. Y.*

Prices on strictly summer goods go down as the mercury climbs upward!—*Stewart & Co., Baltimore, Md.*

Down goes the price and away go the profits and a slice of the cost!—*The Palace Clothing Co., Kansas City, Mo.*

Absurd prices.—*Bradley's, Bangor.*

Amazing prices.—*Joseph Horn Co., Pittsburg, Pa.*

Price temptations.—*McWhirr's Emporium, Fall River, Mass.*

Tumble-down prices.—*Wm. Hahn & Co., Washington, D. C.*

Below zero prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Sensationally priced.—*The Denver Dry Goods Co., Denver, Col.*

Prices that talk.—*Paul Lowenthal Dry Goods Co., Waco, Tex.*

PRICES

Ruthless price cuttings.—*Hamburger's, Los Angeles, Cal.*  
 Dollars do double duty here.—*Miller's, Kenton, O.*  
 Prices cut to the lowest notch.—*"The Fair," Muncie, Ind.*  
 Heroic price cutting.—*Columbus Dry Goods Co., Columbus, O.*  
 Dollar stretching prices.—*Pike & Madox, Utica, N. Y.*  
 Prices blown to pieces.—*Wood Bros. & Co., Chicago, Ill.*  
 Some intensely interesting underpricings.—*Jones Dry Goods Co., Kansas City, Mo.*  
 Prices are radically at variance with the values.—*Joel Gutman & Co., Baltimore, Md.*  
 A rare and captivating collection of splendid qualities and bargain prices.—*Adams Dry Goods Co., New York.*  
 Smart things in furnishings priced to suit slender purses.—*Heavenrich Bros. & Co., Saginaw, Mich.*  
 These prices will spur housekeepers to such active buying that many will be gone in a jiffy.—*Stewart & Co., Baltimore, Md.*  
 Prices that will bind you more closely than ever to the trading center of the masses.—*The Bailey Co., Cleveland, O.*  
 Astoundingly small prices.—*Macy's, New York.*  
 Trifling prices.—*Joseph Horne Co., Pittsburg, Pa.*  
 Absurdly low prices.—*The Economy, Goshen, Ind.*  
 Price lessened.—*The Boston Store, Milwaukee, Wis.*  
 Helpfully priced.—*A. Edmondson, Morecambe, Eng.*  
 Prices are ruined.—*Edmondson-Perine Co., Pittsburg, Pa.*  
 Labor saving prices.—*Fitzgerald Dry Goods Co., Peoria, Ill.*  
 Prices cut and slashed.—*The Paris, Salt Lake City, Utah.*  
 Boldest price cutting.—*The Kleinhaus Co., Buffalo, N. Y.*  
 Profitless prices prevail.—*W. A. McNaughton Co., Muncie, Ind.*  
 Friend-winning prices.—*Goodfellow's, Minneapolis, Minn.*  
 Prices fairly astounding.—*Schelesinger & Mayer, Chicago, Ill.*  
 Unmerciful price reductions.—*Hahne & Co., Newark, N. J.*  
 Additional bargain prices.—*Robert Wright & Co., Brockville, Ont.*

Crowd bringing prices.—*The Boston Store, Worcester, Mass.*  
 Emptying-out prices.—*Jones Dry Goods Co., Kansas City, Mo.*  
 Prices are slashed right in two.—*A. L. Nichols, Fall River, Mass.*  
 September price economies.—*The Scott Dry Goods Co., Cleveland, O.*  
 Prices that will astonish you.—*H. C. Wendland & Co., Bay City, Mich.*  
 Stock's price wrecked.—*The A. T. Lewis & Son Dry Goods Co., Denver.*  
 The zenith has been reached in price cutting.—*Hamburger's, Los Angeles.*  
 This sale cuts the very life out of prices.—*Family Shoe Store, Washington.*  
 Prices that will keep you cool, even this hot weather.—*People's Furniture Store, Des Moines, Ia.*  
 Prices have shrunk to a mere insignificance.—*The N. P. Nelson Co., Galesburg.*  
 Now comes stock-taking.—You know what that means. All stocks must be carefully and judiciously reduced before the semi-annual balance sheet is rendered. What is the consequence? Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grow less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did; delay, and you'll regret it.—*Saks & Company, Indianapolis, Ind.*  
 Lee-way prices.—*S. S. Lee, Trenton.*  
 Quick-march prices.—*Seigel-Cooper Co., New York.*  
 A cold cut in prices.—*Grunder & Watson, Minerva, O.*  
 Deeply slashed prices.—*Solomon & Ruben, Pittsburg, Pa.*  
 Equalizing prices.—*The David C. Beggs Co., Cleveland, O.*  
 Prices are amazing.—*Hudson Bay Stores, Vancouver, B. C.*  
 Price surrender in all goods.—*Longley's, New Haven, Conn.*  
 Prices that'll tempt slim purses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*  
 No prices in the city so utterly remarkable.—*Hale's, Los Angeles, Cal.*  
 Tremendous price cuts!—*The Metropolitan Dry Goods Co., Saginaw, Mich.*  
 Cutting-slashing-smashing prices.—*A. Livingston & Sons, Burlington, Ia.*  
 Shelf emptying and counter clearing prices.—*Boggs & Buhl, Pittsburg, Pa.*  
 The mark-down man has made havoc with prices.—*Oliver Rothert, Altoona.*  
 Prices slashed from end to end.—*The Paris Millinery Co., Salt Lake City.*

## PRICES

Little escapes the terrible onslaught of the price cutter.—*Fisher's, Trenton.*

A price fact which needs no argument.—*Jones Dry Goods Co., Kansas City.*

Fragmentary ends at fragmentary prices.—*English Woolen Mills Co., Detroit, Mich.*

Prices "top-side, down-side," as the Chinaman says.—*J. R. Libby Co., Portland, Me.*

Here is where we have cut the jugular vein of prices.—*Petla's, Colorado Springs, Colo.*

We are pushing down prices to push up business.—*MacCarthy Tailoring Co., Omaha, Neb.*

We have cut prices in a manner that will save you enormously.—*John J. Collins, Scranton, Pa.*

Low prices intrenched behind values par excellence.—*The Scott Dry Goods Co., Cleveland, O.*

We just put a price on everything that moves it; and in a hurry, too.—*Robbins & Paddon, Utica, N. Y.*

If prices are "the magnets of trade" our store will certainly be filled to overflowing.—*L. F. Beach & Co., Joliet, Ill.*

A record-breaker for stupendous cutting and slashing of prices.—*The Paris Millinery Co., Salt Lake City, Utah.*

Business on the increase; prices on the decrease.—*The Metropolitan D. G. Co., Saginaw, Mich.*

Price reductions like snow in the summer sunshine. Every department has its full share of bargain offerings at matchless low prices, and, as usual, all goods put forward are right up to date in every particular.—*Globe Warehouse, Scranton, Pa.*

Sliced prices.—*Geo. Watson & Co., Newark, N. J.*

Greatly lessened prices.—*Hecht's, Washington, D. C.*

Prices that shriek economy.—*Armbruster's, Columbus, O.*

Popular prices rule throughout.—*Bernheimer's, Kansas City, Mo.*

The power of price is paramount.—*Ludwig Baumann & Co., New York.*

Luxury in dress without luxury prices.—*Smith & Ennis, Los Angeles, Cal.*

Tempting persuasive prices.—*A. Hemmway & Sons, Colorado Springs, Colo.*

Prices that tell the story better than arguments.—*Kaufman's, Pittsburg.*

Every price has been pruned to a point that means business.—*Scroggie's, Montreal, Can.*

February price reductions which may read like fiction, but are positive facts.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

These prices leave you something for something else.—*Golden Ball Dry Goods & Shoe House, Cohoes, N. Y.*

Low price inducements, unless coupled with reliability and sterling worth, are of little interest to the prudent buyer, but standard grade articles priced on a bargain basis, such as we now quote, are extremely gratifying—immense assortments and the lowest prices, make this store "headquarters" for everything pertaining to winter merchandise.—*The Williams & Rogers Co., Cleveland.*

All the small lots and broken assortments have been gathered together for a grand final sweep-up. It is not a question of price or value now. We are going to move some thousands of articles out, and if one price won't do it a lower price will. The unprecedented success of the sale so far shows how great the bargains are. This Friday and Saturday will see still greater. Prices hold for both days. Women who would profit most will find it good policy to come here and stay all day—for many of the best values in the sale, being too small to advertise, are thrown out upon tables; these are changed almost hourly, only to be replaced by something different. Mail orders will be filled while lots hold out.—*Ehrich Bros., New York, N. Y.*

This week we have prepared a feast of low prices for our customers. The quality is the same high grade they know so well, but we have squeezed all the profits out of the prices and cut them down to cost. Here are a few of the specials for the next three days, which will delight all housekeepers who believe in saving money.—*James Butler, New York.*

On Monday our basement store again took front position as the storm center for underprice offerings in New York city. With added space and new determination that this should be the most striking example of what a great store could do in the way of daily bargain displays, the store was filled to overflowing all day long. Yesterday the enthusiasm was continued, and to-day an array of new offerings is presented that will attract thousands of the readers of to-day's news.—*John Wanamaker, New York.*

As for prices, did you ever hear of one too high in this store?—*C. F. Wing, New Bedford, Mass.*

## PRICES



Great bargains in every department. Dollars have doubled purchasing powers here. It pays to trade at Day's.—*Day Carpet & Furniture Co., Peoria, Ill.*

An opportunity. The expansion sale has created the greatest furniture buying opportunity this store has ever offered. Everything in this large establishment has been priced at one-half the original price and some merchandise at even a lesser figure. It does not require all the cash to avail yourself of these opportunities, but a small payment down and a little each pay-day is all we ask and in case of sickness, accident, non-employment, or death we will extend your payments to suit your convenience without additional cost.—*Terre Haute Furniture and Carpet Co., Terre Haute.*

Sloppy weather brings a demand for rubbers. There is one place to get good ones cheap.—*Cleator's, Reno, Nev.*

"He who accuses, excuses himself. We have no apology to offer for our prices—our cloth dealers don't have to experience disaster for our benefit.—*W. C. Loftus & Co., New York.*

The life-giving principle of advertising is truthfulness; you wouldn't heed us if you didn't believe us. The trademark feature of our Friday advertising is price. Every article advertised for Friday selling is truthfully described. Every price is special and for one day only. You will not find a word of exaggeration in what we say. "Neither will you find a price that is not lower than the usual one."—*Gilmore & O'Keeffe, Jersey City, N. J.*

Do you realize that the average man of to-day lives with more comfort and convenience than the kings and princes of a century ago, surrounded as they were by their luxuries and servants? What has done it? Modern ways of making and selling. And he has been most successful and rewarded who points out the way. This store is moving fast. Every point, every new idea worth the having, is being focused on the store service. Can't you see it?—*Schipper & Block, Peoria, Ill.*

We make every day a holiday. It is May Day here every day of this merry month of May. The store is in gay attire—wearing its best frock and prettiest hat, as it were, all the time. The show of wearables, our grand display of gowns, the lace and ribbon displays, are always like a fair. Every time you come you see something in which you are interested. We are constantly gathering beautiful things. From all over

the globe come the fabrics and fancy goods that make happy those who finally possess them—our patrons.—*W. V. Snyder, Newark, N. J.*

A price flurry.—*Bennett's, Omaha.*  
Price slashing.—*The Globe, St. Louis.*  
Drastic price-cutting.—*Wolf's, Jersey City, N. J.*

A laughable price.—*McCaffrey's, Philadelphia, Pa.*

Snap prices.—*Hudson Bay Stores, Vancouver, B. C.*

Prices revolutionary.—*Jones' D. G. Co., Kansas City, Mo.*

Substantially lessened prices.—*Hecht's, Washington, D. C.*

Most tempting price concessions.—*Goldsmith's, Galveston, Tex.*

Generous price concessions.—*W. A. McNaughton Co., Muncie, Ind.*

Below ruling prices.—*The Edmundson Perrine Co., Pittsburg, Pa.*

Our prices never empty your purse.—*York Furniture Co., York, Pa.*

As against the many exaggerated claims of low prices with which our daily papers are filled, we offer our guarantee, the broadest given to the public by any house in the world: "We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected." This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim covered by our guarantee is allowed instantly, with thanks for the information we receive. We fully realize that there is only one sentiment in business—confidence. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it an insurance policy against the possible loss of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a safer store?—*Fred. Loeser & Co., Brooklyn, N. Y.*

## PRICES

Puniest prices ever printed.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Appealingly priced.—*The Broadway Department Store, Los Angeles, Cal.*

Fearful slashing of prices.—*Sonnenheil-Holbrook Grocery Co., Dallas, Tex.*

Another price-smashing sale.—*White Topaz Diamond Co., Fall River.*

Unprecedented low prices for strictly new, clean, reliable goods.—*Fisher, Topeka, Kan.*

Our prices, while low, never touch the point where quality ceases.—*W. A. Nicolaus Co., Bloomington, Ill.*

Quick-step prices.—*The Haycock and Dudgeon Store, Montreal, Can.*

Prices are halved and quartered.—*The S. Carsley Co., Ltd., Montreal, Can.*

Neat prices.—*Abraham & Straus, Brooklyn, N. Y.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., N. Y.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Nothing mean or skimmed except the prices.—*Perlmutter's, N. J.*

A May parade of savings.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Prices tell the story.—*Christoffersen, Moore & Co., Tacoma, Wash.*

Quoting prices remarkable for smallness.—*Solomon's, Pittsburg, Pa.*

Prices become half prices.—*The De Wolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Prices cut to pieces. Profits go all one way—to the consumer. These prices are worth while looking after.—*Livingston's, Pueblo, Colo.*

Smile Producers.—For Saturday buying only we name prices that will produce smiles from sheer satisfaction.—*Moch Bros., Pueblo, Colo.*

Another Day of Wonderful Millinery Pricings.—All competition knocked out—no store has the courage to meet our prices. They'll lose too much money if they do. At the prices we advertise to-day we must refuse to supply other dealers—they must pay regular prices.—*Johnson & Co., Pueblo, Colo.*

New Clothing at Bargain Prices.—The prices at which we have marked our new Spring and Summer suits, as compared with same qualities as priced by

other clothiers, enables us to claim with right that we are making "bargain" prices on our choice clothing stock for men and boys.—*Morris Gross Co., Tacoma, Wash.*

Small are the prices.—*The T. Eaton Co., Toronto, Ont.*

Footwear prices topsy turvy!—*Black's Shoe Store, Bangor, Me.*

Prices talk; no other arguments needed.—*The Z. L. White Co., Columbus.*

Stirring little prices.—*Schipper & Block, Peoria, Ill.*

Prices are influential.—*The Bon Ton, York, Pa.*

Saving prices.—*Wasson's, Indianapolis, Ind.*

One price means business honesty.—*Cromwell, Tacoma, Wash.*

Fire sale prices.—*The Hub, Portland.*

Unapproachable, persuasive prices.—*Lantz, Mansfield, O.*

Crowding prices lower and lower.—*The A. E. Pitts Company, Columbus.*

Our prices are comparatively low.—*Powers, Minneapolis, Minn.*

Low prices are most eloquent.—*Black's Shoe Store, Bangor, Me.*

Furniture prices cut as never before.—*Louis Weber & Co., Chicago, Ill.*

The prices will clear the racks.—*Chamberlain-Johnson-DuBose Co., Atlanta.*

A price that ought to tempt you to buy for future wants.—*Dinel's, Joliet.*

Prices that are backed by sterling quality.—*Morris Gross Co., Tacoma, Wash.*

Mild weather causes melting prices.—*Myers Bros., Terre Haute, Ind.*

Prices that shout.—*W. G. Putman, Peoria, Ill.*

Strongly favorable prices.—*Forquena, Temple & Co., Richmond, Va.*

A little flurry in prices, for which the weather alone is responsible.—*R. Shannon & Co., St. Paul, Minn.*

Waist prices a revelation of money saved.—*Chapman & Co., Brooklyn.*

At purse pleasing prices.—*Remnant and Mill End Store, Newark, N. J.*

Grocery prices to help you save.—*Rothschild & Company, Chicago, Ill.*

Facts and figures!—It's an absolute fact that our prices are lower than any other's. We quote our prices in plain figures, so there can be no dispute as to who is the lowest. To satisfy yourself, compare this list with any other's and see the result.—*M. Quinn, Kansas City, Mo.*

## PRICES



Spear's prices always lowest.—*Spear & Co., Pittsburg, Pa.*

Prices act as an incentive.—*Chapman & Co., Brooklyn, N. Y.*

A remarkable price.—*The Bedell Company, Brooklyn, N. Y.*

Prices never equalled in the category of real bargains.—*Newman, Brooklyn.*

Overcoat prices cut in halves.—*Old South Clothing Co., Boston, Mass.*

Special anniversary prices.—*Rosenbaum Company, Pittsburg, Pa.*

The power of low price is exemplified in the following items, many of which are at half price, all under the cost of making.—*Krages & Cartwright, Kansas City, Mo.*

The basement speaks of little prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pounding the prices. Nothing brings customers as fast as good goods at low prices.—*The Colonial Furniture Co., Cleveland, O.*

At prices that are nothing short of extraordinary.—*Kaufmann's, Pittsburg.*

Incomparable pricing.—*Abraham & Straus, Brooklyn, N. Y.*

Plated prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pruning the picture prices.—*H. A. Meldrum Co., Buffalo, N. Y.*

Prices such as only we can make.—*A. V. Roadstrum & Son, Galesburg.*

They get hilarious over our depression of prices.—*F. M. Atwood, Chicago.*

A price drop in the face of advance.—*Newman, Brooklyn, N. Y.*

No need of saying much, prices tell the story.—*Hackett, Carhart & Co., New York.*

Newsy notion prices.—*Newman, Brooklyn, N. Y.*

Walkaway prices.—*The O. T. Johnson Company, Galesburg, Ill.*

Guard your pocketbook, for prices are awfully tempting this week.—*Jas. T. Mullin & Sons, Wilmington, Del.*

Glassware prices have most certainly touched bottom.—*The Fair Store, Binghamton, N. Y.*

Prices that mean quick selling.—*J. G. Putman's Great 5 and 10 Cent Store, Peoria, Ill.*

Sensational pricing.—*Bryce Bros. & Co., Columbus, O.*

Prices are uniformly favorable.—*Strawbridge & Clothier, Philadelphia.*

Prices that almost pass belief.—*The Edw. Malley Co., New Haven, Conn.*

Prices that speak for themselves.—*Robt. I. Cohen, Galveston, Tex.*

Prices made magnetic.—*Hale's, Sacramento, Cal.*

February has melted the prices.—*Albert Elkus, Sacramento, Cal.*

Money-saving prices.—*Goldenberg's, Washington, D. C.*

February cleaning prices.—*Thomas C. Watkins, Hamilton, O.*

Queer little prices.—*Schipper & Block, Peoria, Ill.*

Springtime prices.—*Beadle & Sherburne Co., Rochester, N. Y.*

Prices nipped by the frost.—*Talbot & Co., Fall River, Mass.*

Millinery closing prices!—*R. B. Maxwell & Co., Mansfield, O.*

Rock bottom prices.—*L. S. Plant & Co., Newark, N. J.*

Sale prices to pay you to get here to-morrow.—*Boggs & Buhl, Allegheny.*

The prices have a saving significance.—*Z. L. White & Co., Columbus, O.*

Telling price-cuts have been made all along the line.—*The Emporium, St. Paul, Minn.*

A genuine old fashioned thaw in prices.—*Desbecker's, Buffalo, N. Y.*

If seeing is believing, just look at these bargain prices.—*Gately's, Peoria, Ill.*

Prices have been most severely dealt with and are many degrees lower than those exploited elsewhere.—*Bernstein & Co., Jersey City, N. J.*

Former prices carved down to the lowest notch.—*Thomas C. Watkins, Hamilton, Ont.*

Scheuer's prices beat all!—*S. S. Scheuer & Sons, Newark, N. J.*

Magnetic price savings.—*Hochschild, Kohn & Co., Baltimore, Md.*

Prices chopped out of all semblance to their former quotations.—*The Metropolitan Dry Goods Company, Saginaw.*

Our prices are right. If there is one thing you may be sure of it is that our prices are right. You pay no more nor less than any other person does here. Our desire is to make such low prices to everybody that we could not make lower prices to anybody. Then, we never permit a higher price than our regular one price to be quoted.—*Murphy Bros. Co., Pittsburg, Pa.*

Clothing prices slashed.—*Solomon's, Pittsburg, Pa.*

Heart-rending prices.—*L. O. H. Brown, Denison, Tex.*

## PRICES

Sharp break in prices.—*Meigs & Co., Bridgeport, Mass.*

Next to nothing prices.—*Goldenberg's, Washington, D. C.*

Surprise prices.—*The Palais Royal, Washington, D. C.*

Unexampled price-cheapness.—*John Murphy, Montreal, Can.*

Revisions in fur prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Prices to entice "you"—everybody.—*Walker Store, Salt Lake, Utah.*

Move out prices in the garment department.—*J. V. Spare, New Bedford.*

The price cutter has been in every department.—*Spring-Holzwarth Co., Alliance, O.*

Prices take a big tumble for to-night and to-morrow's selling.—*E. S. Brown Co., Fall River, Mass.*

A few prices that will interest you among other things.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

Prices will do most of the talking to-day, and they will make an interesting speech.—*Julius Gutman & Co., Baltimore, Md.*

The price reducing axe is at work. Chips fly off fast and furious, making our profits smaller, yours bigger.—*Hahne & Co., Newark, N. J.*

Bang! Bang! Bang! To-morrow. A noise in prices that will be heard from one end of Cohoes to the other, and reach all of the adjoining towns.—*H. H. Butler, Cohoes, N. Y.*

"The proof of the pudding is in the eating," and the proof that this is the greatest sale of its kind ever inaugurated here is shown by the thousands who crowd the store at the present writing. Don't fail to lay in a supply for summer use, as it is doubtful whether we could ever buy such garments again, without paying more for them than what we are offering them to-day. "A word to the wise is sufficient," and we offer it now. Compare our values and prices with those of the biggest New York houses and note the saving.—*The Furst Co., Jersey City.*

Our prices talk.—*The R. J. Neal Co., Plattsville, Ont.*

Slices in prices.—*Bryant & Tucker, Binghamton, N. Y.*

It's cheaper at Miller's.—*Miller's Drug Store, Wilmington, Del.*

Trade-winning prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Merely nominal prices.—*E. S. Brown Company, Fall River, Mass.*

The price-bars are down—flat down.—*Saks & Co., Washington, D. C.*

Prices will be cut to pieces.—*D. E. Williams & Co., Youngstown, Ohio.*

Prices sure to attract your attention.—*The Buck Store, Lansing, Mich.*

Pruning prices on stylish suits.—*Sibley, Lindsay & Curr Co., Rochester.*

Now comes the after Christmas break in prices.—*McNaughton's Munice, Ill.*

Prices touch bottom in the great clearance.—*Hecht's Greater Store, Washington, D. C.*

Price lists fail to convey any idea of the superb values offered.—*Oehm's Acme Hall, Baltimore, Md.*

Linen prices much less.—Prick up your ears to this news: The best tidings of linens that have gone out from here in a long time.—*William Donaldson & Co., Minneapolis, Minn.*

We're knifing prices.—Our shop is not a storehouse—it's an exchange—changing clothing for cash. Embrace the opportunity to save money—by spending it—here.—*Oehm's Acme Hall, Baltimore, Md.*

The lowest of lowest prices.—This is the week when prices reach their very lowest level at this establishment, for it's practically the end of the winter selling season, and we make the most of the last opportunity to be rid of the season's remaining stock. Besides, it's just the week before we take inventory, and every department head does his best to have as little stock as possible. Thus, you see there's every reason for inducing you to buy now, even at the most unusual reductions. It's only for you to decide if you prefer to settle your bills in small amounts, for we'll gladly charge your purchases, and you may pay conveniently.—*O'Neill's, Baltimore.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., New York.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Prices become half prices.—*The DeWolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Nothing mean or skimmed except the prices.—*Perlmutter's, Jersey City, N. J.*

Our prices "As Low as Any and Lower Than Many."—*Brannen & Anthony, Atlanta, Ga.*

## PRICES

The carpenters rip up the floors; the salesmen rip up the prices.—*A. L. Nichols, Falls River, Mass.*

Caught up in the price maelstrom which is now swirling through the store.—*Schipper & Block, Peoria, Ill.*

The bait that catches this kind of weather and this time of year, is low prices.—*Smith, Gray & Co., New York.*

Scissors are all right for some stores; but when we go into price cutting we take the axe.—*Albert Elkins, Sacramento, Cal.*

In fact prices are so low that we do not think there's a single instance where the price represents anywhere near the actual cost.—*Mandell Bros., Chicago, Ill.*

Prices tell a story.—*O'Reilly's, Kansas City, Mo.*

Tremendous price concessions.—*The Bee Hive, Kansas City, Mo.*

Honest, convincing proof of a slashing cut in prices.—*Boston Store, Ansonia, Conn.*

Small expenses do wonders in the making of small prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Prices that will irresistibly appeal to every economical woman.—*Schlesinger & Mayer, Chicago, Ill.*

A skirt sale at such low prices that only a genuine clearance such as this store makes, that justifies the sacrificing of all profits. If like the majority of stores there was a lot of old plunder to work off (dear at any price), then there would not be anything remarkable in the cut of prices. But all are new and the original marks much lower than others. Thus you'll find it a good investment to buy now, while there's choice of all.—*Sam Moch, Pueblo, Colo.*

When you buy what's best you need buy but seldom; when you buy what's cheap you are buying all the time.—*Sander & Recker, Indianapolis, Ind.*

We are offering the best values in the entire city on every class of winter merchandise, apparel and home furnishings. We quote a few prices to show how strong is the bargain drift here at Broadway's Big Store.—*The Berlin, Brooklyn, N. Y.*

Price surprises.—*The Bee Hive, Salem, Ore.*

Prices littlest imaginable.—*Gusky's, Pittsburg, Pa.*

Money-saving prices.—*Brannen & Anthony, Atlanta, Ga.*

Low close-out prices.—*Harned & Van Maur, Peoria, Ill.*

Prices forced down.—*Platky Dept. Store, Chicago, Ill.*

Crash! go the prices.—*Wentworth Clothing Co., Spokane, Wash.*

Prices shamefully low.—*Misfit Clothing Parlors, Louisville, Ky.*

An economy in every price.—*Strawbridge & Clothier, Philadelphia, Pa.*

We have ground prices to powder.—*The IXL Clothing Co., Spokane, Wash.*

Some of the prices which will prove their loss and your gain.—*Platky Dept. Store, Chicago, Ill.*

Austin is always a step ahead in quality—a step behind in price.—*E. M. Austin, Litchfield, Ill.*

Prices that yield an immediate cash-in-the-hand dividend.—*Ruggles & Ellison, New Bedford, Mass.*

Here's another blast that uncovers more unheard of values and marks a death line in prices, that no competitor will have the courage to go below.—*E. M. Austin, Litchfield, Ill.*

Shelf emptying prices.—*Boggs & Buhl, Allegheny, Pa.*

Economy prices.—*John N. Thomas & Co., Minneapolis, Minn.*

The limit of little prices.—*Old South Clothing Co., Boston, Mass.*

We cut prices to the core.—*Adams Dry Goods Co., New York.*

A vigorous and decisive low range of prices.—*The Fair, Chicago, Ill.*

These prices are for swift selling.—*James Shea, Hamilton, Canada.*

Merciless cutting of prices.—*The Educ. Malley Co., New Haven, Conn.*

A Lowman lesson in price cutting.—*Lowman & Co., Los Angeles, Cal.*

A price that will please you.—*Courier-Journal Job Printing Co., Louisville.*

Picnic necessities at excursion prices.—*The G. W. Robinson Co., Hamilton.*

A pinch of prices.—*The Chamberlain Furniture and Mantel Co., New Haven.*

Prices for gowns, shirt waists and suits go down, and down, and down.—*Stone, Fisher & Lane, Seattle, Wash.*

Let us give you some summer figures. Might surprise you with their unusual lowness.—*Farrell's, Trenton, N. J.*

Prices with bowed heads are these—inducements that are happy surprises for frugal people.—*Meldrum, Scott & Co., Scranton, Pa.*

Of course, it is just a passing chance at these prices, and one that isn't likely to be long in passing.—*Fourquaran, Temple & Co., Richmond, Va.*

## PRICES

Shortened prices.—*The Wanamaker Store, New York.*

Prices to please our patrons.—*The Hub, Marion, Ind.*

A clean sweep with low prices.—*Sage-Allen & Co., Hartford, Conn.*

Home run price.—*United States Clothing Company, Milwaukee, Wis.*

Fractional prices rule to-morrow.—*Goldenberg's, Washington, D. C.*

The store of big values and little prices.—*J. V. Ritchey, Burlington, Ia.*

Telling prices.—*The Great Atlantic & Pacific Tea Company, Memphis, Tenn.*

Prices which gratify the economical.—*Schoedinger, Fern & Co., Columbus, O.*

Prices everlastingly the lowest.—*The Broadway Department Store, Los Angeles, Cal.*

Our prices are wondrously attractive.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A ticket-of-leave price.—*Walker Brothers' Dry Goods Company, Salt Lake City, Utah.*

"The Big Store" cuts deeply into prices, and in this way keeps up the volume of sales.—*Kaufmann's, Pittsburg.*

No matter how attractive or how worthy, nothing has escaped the eye of the price cutter.—*Siegel Cooper & Co., Chicago, Ill.*

All prices are marked in plain figures and the old tags remain to show you what the piece is actually worth. The red tag price is directly beneath to show you how remarkably you save. We invite you to share in these red tag bargains, for when you have seen the furniture we are talking about you will say it is the greatest opportunity you've known in a long time. Space prevents us quoting but a few of the offerings, but bear in mind that every piece in this great establishment carries a red tag with discounts.—*The Grote-Rankin Co., Spokane, Wash.*

At extraordinary price reductions. Not merely in isolated instances, not merely a few garments that have failed to find favor, but almost every tailored suit and semi-tailored costume which our label identifies is concerned. A most diversified series of the season's favored models, including long and short coat styles, Eton blouse, "Frocks and Frills," fitted and semi-fitted long coat and semi-tailored waist styles, fashioned of high grade voile, eolienne, Panama cloth, mohair, clay serge.

There's positively no excuse for the low prices mentioned below—we simply

have the goods to sell and you may judge for yourself the fairness of our proposition. We always give a "square" deal for a "round" dollar.—*M. F. Thompson, Binghamton, N. Y.*

You will perhaps never get a better opportunity to buy that piece of fur you've had in mind than now, for during this clearance we have cut prices unmercifully and utterly regardless of cost in order to find new owners for these garments immediately.—*Bloomington's, New York, N. Y.*

The 14th Street Store's rule that before inventory all stock must be reduced to the minimum is so positive that every department manager is hurrying out merchandise at prices so low that losses of profits are mounting into the thousands of dollars. But it's prudent to be rid of what we have for what we can get, and invest the proceeds in new goods. This law of business creates these savings for you. You're entitled to them, and now's your time to gather them in. (Mail orders filled as long as lots last.)—*The Fourteenth Street Store, New York, N. Y.*

We want you here to-day—we want to show you all the new 1905 cotton creations—want to show you the best assortment ever brought here to Tacoma—want to prove to you that we quote the lowest prices.—*The Peoples Store, Tacoma, Wash.*

Whether rainy or stormy weather, we have put the prices on this week that will bring the economical shoppers out. You will find new, clean, fresh and up-to-date merchandise here at prices that will make you wonder. Specials in all departments.—*A. F. Hardie, Waco, Tex.*

This is a distinct and novel event in the annals of merchandising, for it brings a host of worthy economies to you, served, if you please, on a platter of patriotism. The whole store is decorated in colonial fashion for the occasion in buff and blue and the most stirring savings are offered.—*Stone, Fisher & Lane, Tacoma, Wash.*

Bargain prices!—*Farrell's, Trenton.*

Stirring price!—*Armbruster's, Columbus, O.*

Tearing up prices!—*B. White, Pittsburg, Pa.*

Prices are falling!—*Gillette Bros., Hartford, Conn.*

Unmatchable prices!—*Topham's, Washington, D. C.*

Unparalleled prices!—*Jos. H. Bauland Co., Brooklyn, N. Y.*

## PRICES



Sweeping cut in prices!—*Standard Clothing Co., Portland, Me.*  
 Prices slashed regardless of value.—*Hayden's, Omaha, Neb.*  
 Cut prices severely.—*Menter, Rosenbloom & Co., Minneapolis, Minn.*  
 Astonishing price concessions!—*W. V. Snyder & Co., Newark, N. J.*  
 Prices that make business all the time!—*Mistrot's, Galveston, Tex.*  
 Tempting prices!—*Burke, Filtz Simons, Hone & Co., Rochester, N. Y.*  
 Little things at little prices.—*Hochschild, Kohn & Co., Baltimore, Md.*  
 At a price that will create great sensation.—*Siegel Cooper Co., New York.*  
 As prices go down, our patronage goes up.—*Waldheim & Co., Cleveland, O.*  
 Prices which tell the tale of practical appreciation for gratifying response better than we could tell it in words.—*F. Auerbach & Bro., Salt Lake City.*  
 Crushed prices.—*Lazarus, Columbus.*  
 Slashed prices.—*The Famous, Atlanta.*  
 Lightly priced.—*The Economy, Goshen, Ind.*  
 Stimulating prices.—*Hale's, Sacramento, Cal.*  
 Our prices talk.—*The Jas. Bailey Co., Portland, Me.*  
 Record-breaking prices.—*Nugent's, St. Louis, Mo.*  
 Prices for speedy selling.—*Batterman's, Brooklyn.*  
 A substantial cut in the price.—*The Wm. Hengerer Co., Buffalo, N. Y.*  
 Our low prices rarely encountered.—*Sauger's, Waco, Tex.*  
 Prices will be found rare and crisp.—*Barker's, Los Angeles, Cal.*  
 Our prices are down to rock bottom.—*House & Hermann, Washington, D. C.*  
 Style and price alike tempt you to a purchase.—*Sibley, Lindsay & Curr, Rochester, N. Y.*  
 Timely summer needfuls at slaughter prices.—*Polin, Colorado Springs, Colo.*  
 The following quotations need no proverbial grain of salt to make them mentally digestible.—*Stone, Fisher & Lane, Tacoma, Wash.*  
 Prices squeezed.—*Alfred Edmondson, Morecambe, Eng.*  
 Prices cut astonishingly.—*Sisson Bros., Welden Co., Binghamton, N. Y.*  
 Incredibly small prices.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*  
 A crash in prices.—*Mallory & Co., Kansas City, Mo.*  
 Terrific price cutting.—*Bass, Atlanta.*  
 Our prices do the work.—*Robbins, Colorado Springs, Colo.*  
 Prices are smartly shortened.—*Abraham & Straus, Brooklyn, N. Y.*  
 Prices are being sliced daily.—*I. Freimuth, Duluth, Minn.*  
 Prices are of extraordinary lowness.—*Siegel Cooper Co., New York.*  
 Ridiculous cuts in prices.—*Mullen & Bluet Clothing Co., Los Angeles, Cal.*  
 New goods at broken prices.—*The Pacific Cloak House, San Francisco, Cal.*  
 Prices are the lowest imaginable.—*James Williamson, Peterhead, Scotland.*  
 A menu full of many strengthening values.—*S. Kann & Sons, Washington.*  
 The tremendous sliding scale in prices.—*Joseph Horne Co., Pittsburg, Pa.*  
 At price concessions that are irresistible.—*J. N. Adams & Co., Buffalo, N. Y.*  
 Prices that make our goods gallop from our store to your home.—*Bing's, Cleveland, O.*  
 Petty prices.—*Walker's Salt Lake City, Utah.*  
 Prices nipped.—*Meigs & Co., New Haven, Conn.*  
 Shortened prices.—*The Under-Price Store, Peoria, Ill.*  
 Terrific price sensations.—*The Hub, Milwaukee, Wis.*  
 Badly fractured prices.—*The Economy, Goshen, Ind.*  
 Savings priced.—*Alfred Edmondson, Morecambe, Eng.*  
 Falling prices.—*The Scott Dry Goods Co., Cleveland, Ohio.*  
 A wireless telegraphy of prices.—*Whiskard's, St. Thomas, Ont.*  
 Obliterating the old price.—*H. J. Porter & Co., Augusta, Ga.*  
 Prices that move stock.—*Sisson Brothers, Binghamton, N. Y.*  
 These prices are for swift selling.—*Holbrook's, Columbus, Ohio.*  
 Summer goods at joke prices.—*McFadden's, Youngstown, Ohio.*  
 Quick moving prices.—*Burke, Filtz Simons, Hone & Co., Rochester, N. Y.*  
 Every price cut, and cut with determination.—*Hale's, Los Angeles, Cal.*  
 Period of remarkable price privileges.—*The Leader, Minneapolis, Minn.*  
 Counter clearing mark-down prices.—*John Murphy & Co., Montreal, Can.*  
 Powerful price lowerings in all departments.—*H. Batterman, Brooklyn.*

## PRICES

Prices make second savings that are interesting.—*Mandelbaum's, Des Moines.*  
 A wide-spread, all pervading lopping off of prices everywhere.—*Gusky's, Pittsburg, Pa.*  
 Imperative need nerves our hand to prodigious price cutting.—*People's Store Co., Tacoma, Wash.*  
 Prices of the most desirable merchandise have been cut enormously.—*King's Palace, Washington, D. C.*  
 Inviting prices.—*Gray & Dudley Hardware Co., Nashville, Tenn.*  
 Meagre prices.—*The Economy, Goshen, Ind.*  
 A shattering of prices.—*Holbrook's, Columbus, Ohio.*  
 Unparalleled price advantages.—*The Harris & Moury Co., Woonsocket, R. I.*  
 Prices relentlessly reduced.—*Siegel Cooper Co., New York.*  
 Purse-saving protection.—*Abraham & Straus, Brooklyn, N. Y.*  
 Values will be scattered to the four winds.—*Barker's, Los Angeles, Cal.*  
 Exhilarating extras profitlessly priced.—*Boston Store, Worcester, Mass.*  
 Cut prices on a big outpouring of bargains.—*The Jones & Knox Co., Youngstown, O.*  
 Our money-saving prices deserve a trial.—*Rapelye & Palmer, Hartford.*  
 We are clipping the price tags, but no diminution in values.—*Jackson's, Pittsburg, Pa.*  
 The price-chopper has been at work again—this time lowering profits almost to the cost line.—*Lansburgh Bros., Washington, D. C.*  
 A veritable bomb has been thrown into prices and shattered them to fragments.—*Walker's Store, Salt Lake City, Utah.*  
 The power of our cool cash has forced down the prices of all summer wares and has brought to our doors the biggest assortment of seasonable bargains that ever were landed in the Monumental City. Here are ironclad proofs.—*Brager's, Baltimore, Md.*  
 Price havoc.—*Moss Bros., Hartford.*  
 Pleasing prices.—*The Economy, Goshen, Ind.*  
 Wiping out the cost.—*H. J. Porter Co., Augusta, Ga.*  
 Wonderfully low prices.—*Kerr's, Minneapolis, Minn.*  
 Persuasive prices.—*Jay Smith & Son, Saginaw, Mich.*  
 Clean "sweep" prices.—*Mandelbaum's, Des Moines, Ia.*  
 Queer little prices.—*Friedman's, Grand Rapids, Mich.*  
 Priced-down prices.—*Alfred Edmondson, Morecambe, Eng.*  
 Equinoctial storm of prices.—*Wanamaker's, New York.*  
 Pre-inventory price-making.—*The May Co., Cleveland, O.*  
 Remnants at broken prices.—*Goldenberg's, Washington, D. C.*  
 An upheaval in prices.—*Mendel & Freedman, New Haven, Conn.*  
 Lingering lots lowered in price.—*The Boston Store, Milwaukee, Wis.*  
 Such a carnival of prices.—*A. Hamburger & Sons, Los Angeles, Cal.*  
 Ludicrously disproportionate prices.—*Joseph Horne Co., Pittsburg, Pa.*  
 Price beyond precedent for littleness.—*Walker's Store, Salt Lake City, Utah.*  
 The bottom completely knocked out of prices.—*H. Batterman, Brooklyn, N. Y.*  
 Prices on them that will send them to the wrapping counter a flying.—*The Klenhaus Co., Buffalo, N. Y.*  
 An overstocked maker gives us this underwear sale.—*L. S. Plaut & Co., Newark, N. J.*  
 Lowly-priced.—*The Broadway Department Store, Los Angeles, Cal.*  
 Prices vigorously reduced.—*Rosenbaum Co., Pittsburg, Pa.*  
 Cash-converting prices.—*Charles S. Sleppy, Parkersburg, W. Va.*  
 Prices that are peculiarly Macy's.—*Macy's, New York.*  
 A goodly slice of the cost has been sacrificed.—*The Lewis Store, Butte, Montana.*  
 A coronation of princely bargains.—*The Economy, Scranton, Pa.*  
 Prosperity values at poverty prices.—*Washington Market Co., Trenton, N. J.*  
 Price the powerful attraction here.—*Golden Rule Bazaar, Crookston, Minn.*  
 You will find here a price interest that's irresistible.—*The Ferd Marx Store, Birmingham, Ala.*  
 More to put into your purse on account of these prices.—*The Daylight Store, Minneapolis, Minn.*  
 We have screwed prices down another notch.—*Emery Dry Goods Co., Danville, Ohio.*  
 Read what a nimble nickel will buy from what we offer.—*Nugent's, St. Louis, Mo.*  
 Tradewinning prices.—*Campbell's, Pittsburg, Pa.*

## PRICES



A choice array of wholesome bargains, sterling qualities, and close-trimmed prices.—*Krause, Butler & Benham Co., Columbus, O.*

This purchase represents a canceled lace order by one of New York's leading importers because delayed in the delivery. It is one of those rare opportunities where the outsider gets in at a ridiculous price—we would have to pay just double to duplicate the order.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Six weeks ago we bought the bankrupt stock of a chinaware concern in an eastern city at about 25 cents on the dollar. The delivery of this purchase has been made. The last shipment arrived yesterday. On Monday we will place the entire lot on sale at such low prices as were never before known in chinaware selling.—*Hunter, Memphis.*

The protracted rain period extended all over the country. A manufacturer whose business was greatly retarded by the inclemency of the weather came to us with a wash goods proposition. "Could we use an unusually large quantity of wash goods at a price?" We bought the goods at an alluring discount and we offer you during this sale the most varied line of desirable summer wash fabrics ever brought to Marion and you get the benefit of that discount.—*Boston Store, Marion, Ind.*

That is to say, our prices for the very best, the goods that are not only good to the eyes, but that will give the service, are no higher than those asked for inferior goods elsewhere. And still again we repeat, if you see goods advertised elsewhere in this paper which you want, our prices are apt to be less—at least the cost will be the same, quality equal.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Prices for the prudent.—*Wanamaker's, New York.*

Prices crushed.—*C. E. Longley Co., New Haven, Conn.*

A cyclone of low prices.—*Holbrook's, Columbus, Ohio.*

Unprecedented underpricing.—*Keeley's, Butte, Mont.*

An insignificantly small price.—*Hecht's, Washington, D. C.*

Letting down prices.—*The Boston Store, Milwaukee, Wis.*

Oddlets at oddly small prices.—*Rugles & Ellison, New Bedford, Mass.*

Everything priced to meet the requirements of thrifty shoppers.—*The Jones & Knox Co., Youngstown, Ohio.*

Swift and death-dealing blow to prices.—*Pattosien's, San Francisco, Cal.*

Prices mercilessly cut on worthy goods.—*Krieger & Co., South Norwalk.*

Your pennies would never buy so much before.—*Abraham & Straus, Brooklyn, N. Y.*

Here are prices to interest the most conservative shoppers.—*The Boston Store, Los Angeles, Cal.*

Prices always at the rock bottom but never at the sacrifice of quality.—*Lay & Lyman, Traverse City, Mich.*

If price talks there'll be loud clamoring here to-day.—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

Prices are such that everybody with a thought of economy will come here.—*Hochschild, Kohn & Co., Baltimore, Md.*

Restful prices for the tired purse, useful and comfortable for the tired purs-on.—*John T. Clough, Colorado Springs, Colo.*

Prices already cut are cut again. Profits long ago took a back seat. Now cost is forgotten.—*Kearny Bros., Binghamton, N. Y.*

Cut-in-half prices.—*Great Scott, Baltimore, Md.*

Cheap in price only.—*McNaughton's, Muncie, Ind.*

Strenuous price concessions.—*The Hub, Baltimore, Md.*

Low expenses; low prices.—*Day Jewelry Co., Tacoma, Wash.*

Smashing prices.—*A. Livingston & Sons, Bloomington, Ill.*

Price-changes are astonishing.—*Siegel, Cooper & Co., Chicago, Ill.*

Prices anticipating the usual summer reductions.—*The Hub, Baltimore, Md.*

Prices that hurry goods into usefulness.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

There is nothing ordinary about the offerings in this house unless it be prices.—*W. S. Aaron, Altoona, Pa.*

Whether the price is large or small it will be good value for the money.—*George K. Kline, Johnstown, Pa.*

Sundry price flurries.—*Wanamaker's, Philadelphia.*

Quick moving prices.—*S. Heyman's, Newark, N. J.*

Our prices are dropping.—*Alley's, New Bedford, Mass.*

Price-slashing sale.—*Jno. R. Foster, Burlington, N. C.*

The day of high price is gone forever.—*Hart's, New York.*

## PRICES

Prices you'll seldom see equaled.—*Mandel Bros., Chicago, Ill.*

Prices blown away—that's all.—*Louis Saks, Birmingham, Ala.*

Down go Mohican prices.—*The Mohican Co., New Haven, Conn.*

Small prices do giants' work.—*Gilmore & O'Keeffe, Jersey City, N. J.*

The "wee sma" price prevails.—*Evans, Munzer, Pickering & Co., Minneapolis.*

Even immense lots go quick at such pricings.—*The Boston Store, Milwaukee.*

Prices that will bind you more closely than ever to the trading center of the masses.—*Schutz & Co., Great Falls.*

The touch of small prices greets you in every department of our always busy store—that's the sort of greeting that presses its way between the chinks of your pocketbook—and then filters through again into your hearts—the greeting of dollars and cents.—*Metropolitan Clothing Co., Boston, Mass.*

If you get it at Wilson's it's right—so's the price.—*Wilson, Trenton, N. J.*

The prices are the lowest possible consistent with quality.—*John A. Roberts & Co., Utica, N. Y.*

The prices are just right to make it wise to do your buying here.—*C. F. Wing, New Bedford, Mass.*

Creating a sensation. That is what we are doing on the prices we are quoting.—*L. A. Shive's Sons, York, Pa.*

The power of price is the mighty and irresistible force that is keeping this store in the front.—*Gately, Peoria, Ill.*

It couldn't be as good if you paid me or anybody any less for it. And it couldn't be better if you paid twice my prices.—*Dr. Spicer, Pueblo, Colo.*

The purchasing power of your dollar will be a happy surprise to you as you shop through the different departments, for giant values at dwarf prices are greatly in evidence.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Again it will be demonstrated how we manipulate the prices and allow you opportunities for big savings. Three specials culled from the many that will gladden your hearts and loosen willingly your purse strings.—*Perlmutter's, Jersey City, N. J.*

1,000 rolls china matting at about the price we usually pay in China without duty or freight charges. It was delayed in transport between Canton and Seattle by the breaking of the ship's propeller. Has just arrived, is late and must be sold.—*B. Nugent & Bro. Dry Goods Co., St. Louis, Mo.*

## PRICES

A week ago Friday we sold all the wash silks we had at 19c. per yard, which meant a big loss to us. Our buyer found a man in New York who was willing to sell his stock at a loss, which will be your gain, and should be taken advantage of at this unheard of figure, per yard, 19c.—*Gilchrist Company, Boston, Mass.*

Little priced.—*Solomon's, Pittsburg.*

Broken prices.—*McNaughton's, Muncie, Ind.*

Zero prices.—*Foot & Shear Co., Scranton, Pa.*

A treat in price.—*Allison's, Philadelphia, Pa.*

Merciless reductions.—*Hahne & Co., Newark, N. J.*

Close prices.—*McCormick Bros., Tacoma, Wash.*

Extravagant price reductions.—*The Fair, Muncie, Ind.*

Quickstep prices.—*Eastman Bros. & Bancroft, Portland, Me.*

Purchase now while prices are down.—*W. V. Snyder & Co., Newark, N. J.*

Prices that tell on goods that sell.—*The Bronson & Platt Co., New Haven.*

Don't let high prices drown your income.—*Clucken's Clothing Store, Kenton, O.*

When Jackson's reduce prices the reductions are sweeping.—*Jackson's, Pittsburg, Pa.*

Now as to the plan of underpricing all kinds.—*Davison-Paxon-Stokes Co., Hartford, Conn.*

Yesterday the price-tags told a different story—\$10 to \$28 higher. But that's all changed to-day.—*Wanamaker's, New York.*

Keep busy prices.—*Hearn, New York.*

Prices a revelation.—*Friend, Pittsburg, Pa.*

Wee small prices.—*The Economy, Goshen, Ind.*

Ridiculous prices.—*The May Co., Cleveland, O.*

Wind-up prices.—*Boston Store, Milwaukee, Wis.*

Tiniest prices.—*The New Store, Minneapolis, Minn.*

Big saving in price.—*The David C. Beggs Co., Columbus, O.*

Vigorous price clipping.—*Alfred Edmondson, Morecambe, Eng.*

Insignificant prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Final downfall of prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

Taking prices prevail.—*Droops Music House, Washington, D. C.*

Save smartly on unusual prices.—*Abraham & Straus, Brooklyn, N. Y.*

Prices entirely inconsistent with value.—*Case, Gravelle & Ervin Co., Anaconda.*

Going yet deeper into the price-wound.—*The G. M. McKelvey & Co., Youngstown, Ohio.*

Prices never before made so temptingly low.—*J. N. Adam & Co., Buffalo.*

Priced in a manner that will bewilder and delight.—*Cohn's Dry Goods Co., Salt Lake City, Utah.*

Temptingly low prices for some temptingly pretty stuff.—*Hales, San Francisco, Cal.*

Every item below a perfect sensation in price.—*Goodenows, Los Angeles.*

We knock off great chunks from the prices.—*Edw. Malley's, New Haven.*

Bargains giving surpass all previous attempts at bargain giving.—*Halden's, Omaha, Neb.*

Quality, desirability and low prices are combined in these great sales.—*Marshall Field & Co., Chicago, Ill.*

Not the price you pay, but what you get for the price that determines the value of your bargain.—*Brinsmaid, Des Moines, Ia.*

Everybody listens when money talks in such wonderful, clean sweep reductions.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Prices all over the store have been cut and slashed until they are unrecognizable.—*Rich Bros., Saginaw, Mich.*

Forcible price inducements.—*Walbridge's, Buffalo, N. Y.*

High prices surrendered.—*Stewart Bros., Columbus, Ohio.*

Prices are emphatic.—*McCurdy & Norwell Co., Rochester, N. Y.*

Insistent price-reductions.—*Wanamaker's, New York.*

Prices keenly slashed.—*Solomon & Ruben, Pittsburg, Pa.*

Final price slash.—*Goodfellow's, Minneapolis, Minn.*

A slashing of prices.—*Bear's Department Store, York, Pa.*

Short lines—shorter prices.—*Lavenson's, Sacramento, Cal.*

Effective, durable, favorably priced!—*Alfred Edmondson, Morecambe, Eng.*

Prices that will crowd the counters.—*Younker Bros., Des Moines, Ia.*

The cut in prices is still deeper.—*Goldstein's, Youngstown, Ohio.*

Forcing prices down to the lowest level.—*The Boston Store, Milwaukee.*

Sensible prices—not purse-breakers.—*Siegel's, Los Angeles, Cal.*

As the mercury goes up, prices go down.—*The Potts Clark Co., Simco.*

Attractive things at attractive prices.—*Stewart, Dawson & Co., Sydney.*

Prices crushed low beyond any possible vision of competition.—*The Boston Merchandise Co., Fall River, Mass.*

Restful prices to the tired purse.—*W. K. Lightfoot & Co., Muncie, Ind.*

At prices that make light demands upon your pocketbook.—*Scroggie's, Montreal, Can.*

Prices given such decisive blows that drive them even below the cost line.—*Saks & Co., Washington, D. C.*

Your dollars walk with a majestic stride of importance at this store. Lowest prices are what make them feel their power.—*Newman's, Brooklyn, N. Y.*

More than that: a big factory to produce—which means that every one of our 37 stores can sell direct to the consumer at lowest possible prices.—*Menter, Rosenbloom & Co., Davenport, Iowa.*

Sensational saving for this week.—*Hunter's, Memphis.*

Price will move anything.—*Chas. H. Jones, Denison, Texas.*

Morrison prices always the best.—*Morrison & Co., New York City.*

Convincing prices on ready-to-wear garments.—*The Leader, Minneapolis.*

We link together highest qualities and lowest prices.—*Stewart & Co., Baltimore.*

The house that saves you 40 per cent.—*Boston Merchandise Co., Fall River.*

Prices are graded down to the usual under level.—*Crow & Whitmarsh, Cleveland, Ohio.*

Every price inducement is of the most extraordinary description.—*Siegel Cooper Co., New York.*

You may match these prices, but never the values.—*Scranton Carpet & Furniture Co., Galesburg, Ill.*

The busy corner. Always the best of everything for the least money.—*S. Kann Sons & Co., Washington, D. C.*

We are offering special opening price inducements that will save you money at the beginning of the season.—*J. Waterman, Bangor, Me.*

Once pleased, always pleased. No cheap goods at high prices. Your money back if you are not pleased.—*Moss Cohen, Dayton, Ohio.*

## PRICES

Big bargains at little prices. Hundreds of useful articles to be had for the small sums of 4c. and 9c.—*W. S. Sturtevant, South Norwalk, Conn.*

41c. sale for Saturday only. The purchasing powers of this trifling sum at our stores on Saturday is phenomenal.—*McConnell & Co., Scranton, Pa.*

We won't put price first. Price depends upon quality. Quality for quality, we guarantee that our prices are lower than what you pay elsewhere. What you get for your money is as important as what you pay. No matter how low the price, it's always value received at *Moss Bros., Hartford, Conn.*

You can find what you want at the smallest kind of little prices in this department to-day. The lots we mention are broken—ideal emptying-out lots—and the prices—well, we've seen that they're in conformity with the scale established all over this store at the outset of this sale.—*Jones Dry Goods Co., Kansas City, Mo.*

Highest quality! Lowest price! Can they go together? This is a question naturally every one would ask, because to the average mind high prices would mean high quality. But is that right? No. Many stores get a reputation for high quality by charging high prices, because the idea of low prices brings the thought of mean quality. Now, Kline's is an ardent example of the fact that high quality and low prices can go together.—*Kline Bros., Altoona, Pa.*

Wednesday the day of days! House-keeper's economies in our crockery department. Everything you want at prices that cannot fail to please you.—*E. S. Brown Co., Fall River, Mass.*

We will not put price first, for price depends upon quality—but, quality for quality, we shall positively guarantee our prices to be lower than what you have been paying.—*Rosenbaum Co., Pittsburg, Pa.*

Help us clean up our stock of its odds and ends by saving 50c. and \$1 for yourselves. You can do it.—*H. A. Nichols, Binghamton, N. Y.*

What you get for your money is as important as the amount you pay, no matter how low the price no trash goes out of this store. It's always "value received."—*C. F. Wing, New Bedford.*

The knife has been used in every department. The greatest price-cutting sale ever known in Hamilton still going on at the *John Campbell Co.'s Dry Goods Store, Hamilton, Conn.*

A grasshopper whose husband earned

good wages but never had anything to show for it, inquired of the ant how it was she was always comfortable, and her husband only earned half? "I manage," replied the ant; "for instance, I saved 20 per cent. on carpets last month and the same this month on furniture at P. J. Kelly & Co.'s special sales and on easy payments, too, and I forgot to mention a new stove." The moral stands out like a sore thumb. Call to-day.—*P. J. Kelly & Co., New Haven, Conn.*

Here's value with a vengeance. It's the boldest slash yet, something for competition to copy, if it can.—*Gusky's, Pittsburg, Pa.*

If there's anything you want to buy in second-hand furniture you can depend on finding it here and at the right price.—*Will Ommert, Fall River, Mass.*

More than we want in many lines of furniture tells the story of some mighty good bargains to be had here during the next week.—*Davenport Furniture, Carpet Co., Davenport, Ia.*

Little shoes for little people at little prices.—*Morris & Smith, Charlottetown.*

Our prices appeal strongly to the man or woman of an economical turn of mind.—*H. B. Beard & Co., York, Pa.*

Some special bargains in the dry goods line. Look at the prices.—*Arneson Mercantile Co., East Grand Forks, Minn.*

All are sold with a guarantee to give satisfaction, at prices that are absolutely a saving to you on every pair.—*Bernheimer, Kansas City, Mo.*

Hot shot. From the booming bargain guns of this progressive store. High prices surrender and economical buyers will this week triumphantly fill their household wants at the lowest prices ever recorded. Marvelous values, matchless offerings, powerful drives are in abundance in every department. The "May" store is "the" store for economical buyers.—*May & Co., Columbus.*

Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grows less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did. Delay and you'll regret it.—*Saks & Company, Indianapolis, Ind.*

Now is the time. You who have been waiting for a general reduction of prices, here's your chance.—*Potter-Whitchill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

## PRICES



Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Star distribution sale. What does it mean? It means the distribution of all kinds of dry goods at saving prices, it means the selling of the best kinds of dependable merchandise at cut rates. It means increasing the buying capacity of your purses. Come and do your shopping here and you will realize the true value of its meaning. We demonstrate this every day and on every purchase you make.—*Jas. McLean & Sons, York, Pa.*

Making room for spring goods arriving daily from all points of the compass is a problem that finds easiest solution in wholesale price-cutting of incomplete lines and designs that are overplentiful; therefore, a sweeping sale. Only a hint here.—*Ludwig Bauman Bros., New York.*

We'll let these prices talk.—*M. Lowenthal, Los Angeles, Cal.*

Koch's uptown prices make downtown shopping an extravagance.—*Koch & Co., New York.*

Prices which spell economy! They spell economy because the quality is staunch and true.—*Moss Bros., Hartford, Conn.*

The following prices are made extremely low to induce extensive purchases this week.—*Blowstein & Bros., Memphis, Tenn.*

These prices hint at the savings to be found on Monday in every section of Broadway's big store.—*The Berlin, Brooklyn, N. Y.*

Davis cuts the price. Haven't got time to tell you why he cuts it, but here are some prices to show you how he cuts it.—*The Davis Bargain Store, Knoxville, Tenn.*

If we don't put up a value sign and drive a "price-nail" during this sale the surface will be too hard to penetrate with any pointed price tool. Theory is a mighty good thing, but a practical illustration is better.—*Hartigan's, Schenectady, N. Y.*

Remnants of "Quality" on which the prices have been chopped almost to pieces. You are not limited to quantity, nor grade, but can have your choice free

from all restraint for a mere song. Here are some of the good things to choose from.—*S. Kann Sons & Co., Baltimore.*

Our bargains know no bounds! We are plunging ahead, captivating more and more people every week with our surpassing bargains. It's your privilege to choose freely from these values now! Better ones couldn't be—"as good" ones are hard to find—and if you do find as good they won't be as cheap as ours.—*Scharps, Galesburg, Ill.*

Successive busy days spur us on to greater efforts. Thursday will be no exception to this rule. We're going to continue to demonstrate our prowess as value givers, and this remarkable combination of values and prices should be a strong magnet in drawing you to Washington's brightest and busiest retail establishment.—*S. Kann, Sons & Co., Washington, D. C.*

There never was a store so full of saving chances. Never one so crowded with interest—diversified good things that will appeal to thousands. The spring stocks are wonderfully complete and in harmony with "The Leader's" ways, priced substantially under value. Study our store news for the coming week. You'll find it rich with timely suggestions and fruitful in economy.—*The Leader, Minneapolis, Minn.*

Pleasingly priced.—*Geo. K. Kline, Johnstown, Pa.*

A seasonable slash in prices.—*Tull & Gibbs, Spokane, Wash.*

Cretonnes for little enough.—*Joseph Horne Co., Pittsburg, Pa.*

Ridiculously marked down prices.—*Simonton's, Rockland, Me.*

Price so low that you will say "Satisfied."—*The Goldstein Clothing Co., Binghamton, N. Y.*

A summer shower. Come in and enjoy the rain of price drops—they're truly refreshing.—*Footo & Shear Co., Altoona, Pa.*

We quote a few prices, but if what you want isn't in print don't think it isn't at a special sale, for it would be impossible to quote the many great values being offered.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Our low prices and excellent values will be particularly satisfactory to patrons.—*Gross, Straus & Co., Worcester, Mass.*

In the interest of your pocketbook don't wait any longer—take advantage of this greatest of half-price sales.—*Graves, Cox & Co., Lexington, Ky.*

## PRICES

There are two schools of merchandising. One takes pride in commanding high prices. The other, Macy's, strains its energies in the opposite direction. We feel much pleasure in giving big money's worth as you feel in receiving it.—*Macy's New York.*

A tempting list of rare bargains. Tomorrow's business is to be characterized with a snap and a vim. We have made the prices so attractive that they will tempt the most prudent to buy. The store is filled throughout with the brightest and best of spring merchandise.—*S. Kann, Sons & Co., Washington, D. C.*

This business is being built for the long future—not for to-day only. It is our rule, our recognized purpose to so conduct every sale, every transaction that the custom of that patron will be even more strongly united to this institution. The momentary possible small profit is of very slight importance as compared with the good will and enthusiastic friendship of that patron for the long future. We cannot afford to do otherwise than you would fairly wish us to do. We cannot afford to sell a single item at a price higher than is quoted elsewhere. We can afford to, and do in innumerable instances every day sell goods at prices decidedly lower than similar qualities are sold for elsewhere.—*Marshall Field & Co., Chicago.*

Again it will be demonstrated how we manipulate the prices and allow you opportunities for big savings.—*Emery Bird, Thayer & Co., Kansas City, Mo.*

A spring story. It's a tale of new goods, telling of tasty things to wear, of new fashions and correct styles, placed within easy price reach. \* \* \* Spring prices are smaller here than anywhere else.—*Gilmore & O'Keeffe, Jersey City.*

Assortments and prices wonderfully attractive. Everything everybody wants, whether it be for a dressmaking campaign or a simple bit of home sewing. Besides, all the handy and useful things that the comprehensive word notions covers. The new items we print for tomorrow merely hint of the thousands of others.—*Siegel-Cooper Co., New York.*

We don't believe there's a class of people anywhere who know a round dollar's worth so well as the Scranton public. And there's no class that appreciates real bargain merit so well as they. Our increasing business indicates this clearly. Bargains like these make the shrewd shoppers come here more than ever. We'll expect you.—*Goldsmith's Bazaar, Scranton, Pa.*

Matchless values for early April buyers.—*Rothenberg & Co., New York.*

Broadest guarantee in the world. We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week, or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It should make your shopping very safe, and especially as we deal only in the very best of everything.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We present for perusal to-day an array of interesting figures. Study them. When representing lower prices in commodities needed in the home, figures become fascinating. The articles to which they are appended are to be sold at reduced prices—away down prices in some instance—genuine reductions. It is our introductory sale to give the public an idea of the aggressive policy we propose to inaugurate, to convince buyers of our determination to sell dependable goods at the lowest possible price, to lead, to grow, because right prices mean the approval of the masses to which we cater.—*Keith-O'Brien Co., Salt Lake City.*

The name of Mandel is synonymous with the high standard of merchandise sold and an assurance that the prices are at all times the lowest possible to quote on qualities of equal merit.—*Mandel Bros., Chicago, Ill.*

A price-upset.—*Wanamaker's, New York, N. Y.*

Closing prices.—*T. Lucey & Bros., Ottawa, Ill.*

Strenuous price cutting.—*Kauffman, Meyers & Co., Galveston, Tex.*

A clean sweep with low prices.—*Sage-Allen & Co., Hartford, Conn.*

Price reductions very tempting.—*Thompson & Co., Nashville, Tenn.*

A vigorous and decisive low range of prices.—*The Fair, Chicago, Ill.*

An assemblage of the most amazing money-saving opportunities the shoppers of this city ever saw.—*High's, Atlanta, Ga.*

At full prices, it's economy to buy Mathewson's. At present prices, it's the limit of economy.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Broad and sweeping price-changes. No matter how attractive or how worthy, nothing has escaped the eye of the price-cutter.—*Siegel, Cooper & Co., Chicago.*

## PRICES



The store of big values and little prices.—*J. V. Ritchey, Burlington, Ia.*

Sleds are not the only things sliding down the hill. Prices are gliding, too.—*The Wanamaker Store, Philadelphia, Pa.*

The wage worker's dollar often represents hours of arduous toil. When that dollar is spent it should command its fullest buying power. To give it that power is one of the vital principles of this business.—*Haskell & Tripp, New Bedford, Mass.*

A dollar saved is a dollar made. Let us save you enough dollars on your spring buying to enable you to get that something nice for the house that every housekeeper has been promising herself for so long, but thought she couldn't afford.—*Reps, Jungk & Co., Davenport, Iowa.*

A Saturday bargain symposium in The Under-Price Store. One definition of "symposium" is "a collection of brief essays on the same subject." The subject under discussion in the items given below is "economy!" and they show you in most alluring fashion how several sections of the store compass timely economies for you to-day.—*The Wanamaker Store, New York.*

Don't delay. Life is short at best. Why not enjoy it while you can, and what else is there that will bring you and your family so much pleasure as a nice piano. See what a little money will buy.—*Orton Bros., Great Falls.*

"Confidence and good will are our greatest assets!" The unfaltering desire to serve you better than any other house in America, the constant inclination to give you greater incentive to trade here than elsewhere has given our stores, Minneapolis and St. Paul combined, the greatest exclusive retail clothing business in America.—*Palace Clothing House, Minneapolis, Minn.*

Seventh anniversary sale an event of more than passing interest. The potency of unheard-of low prices, attached to merchandise of worthiest qualities will be tested this coming week. This anniversary sale will be the most aggressive trade movement we have ever launched. Our department managers, twenty alert, aggressive men and women, have united in the determination to make this sale the greatest event in the long line of successes that have marked the development of this store. Bold and fearless underpricing will prevail in every section.—*The Broadway Department Store, Los Angeles, Cal.*

There is no getting away from the

fact that we are selling goods from one-fourth to one-third less than the other fellows, because we bought them that way in our big \$29,000 purchase for \$17,000.—*Hirschman's, Salt Lake City.*

A special study in economies for Monday. The strict definition of economics is the science of household affairs. Now, we take upon ourselves to broaden this meaning and apply it to personal wear and combine both in a special sale of much magnitude.—*Joseph Horne Co., Pittsburg, Pa.*

Special Saturday snaps, stupendous saving chances. Each succeeding Saturday has to eclipse the former in money saving opportunities—that's how it is these sales have become so popular. People know that everything we offer as a Saturday snap, is a genuine bona fide bargain, coupling dependable merchandise with very low prices. Saturday will be no exception to the rule, and a list of bargains is offered that will loosen the purse strings of the most thrifty buyers.—*Hudson Bay Store, Vancouver, B. C.*

Prices not much higher than the ready made. Give us a look and see if we can't save you dollars on your purchase.—*Glackner's Clothing Store, Fall River.*

The money-saving spot is at Chas. E. Stevenson & Co., Vancouver, B. C.

A pointer for you. Excellent value at small cost.—*W. Froelich & Sons, York City, Pa.*

A sale that smashes prices, but does not injure quality.—*Wm. Stallcup, Alliance, Ohio.*

Fresh, bright goods, straight from our new lines, in full pieces and in full selection, unchanged in any respect save that of price, but with their prices greatly changed.—*The Edward Malley Co., New Haven, Conn.*

There is money for you in following bits of news. The goods are up-to-date; are perfect in every way—nothing in the world is the matter with them except the price, and that's all in your favor. Never mind the way of the price cut. It takes too much space to tell it. Here are the facts to interest you.—*Minneapolis Dry Goods Co., Minneapolis.*

You owe your pocketbook the consideration of investigating the following exceptional bargains.—*H. V. Monahan, Brooklyn, N. Y.*

It's not so much what you pay as what you get for what you pay. The best for the money. You get what you pay for.—*H. S. Chase & Co., Valley Junction, Iowa.*

#### PRICES

Prices that must give us indisputable leadership.—*H. Batterman, Brooklyn.*

Jaccard prices when once put upon goods are never changed to meet personal requests or to gain personal favor. Every article in our store has its legitimate value, and is worth just the same to one buyer who wants it as it is to another. Our one price system recognizes the claim of every customer to our consideration, and upon it you can base your confidence in the integrity of our goods and the values we place upon them.—*Jaccard Jewelry Co., Kansas City.*

The strong purchasing power of a dollar will surprise you if you observe these prices, and then come examine the quality of the goods we're giving.—*Kemper & Paxton, Topeka, Kan.*

Here they are. The greatest bargain offerings of the season. They go on sale to-morrow morning. All new and desirable spring and summer merchandise at decidedly cut prices.—*Au Bon Marche, New Bedford, Mass.*

Thirty-six pointed price arguments. That should convincingly appeal to all Monday shoppers. Each item quoted represents just the sort of merchandise most in demand now, and from a money-saving standpoint is of paramount importance to you. Don't overlook a single one.—*The Beehive, Kansas City, Mo.*

Prices touch every home. They mean so much to the man who works for wages, and the man whose business or profession forces economy. We have set the pace in low prices. They are everywhere discussed. When goods and prices are compared, shoppers realize the benefit low prices make possible.—*Keith O'Brien Company, Salt Lake City, Utah.*

Here are certain savings. For the economically inclined, this store opens up many broad avenues of substantial savings, and besides you're not restricted to narrow, out-of-date, hour sales. Our bargains are for all day or days. Just so long as they last. Read the below-mentioned price list and see the very good reasons why you should come here to-morrow.—*Bejach, Memphis, Tenn.*

Little price offers.—*The Economy, South Bend, Ind.*

Shortened prices.—*The Wanamaker Store, New York.*

Economy prices.—*John N. Thomas & Co., Minneapolis, Minn.*

Our usual, small margin, quick-selling prices.—*Guskey, Pittsburg, Pa.*

Prices below the cost of importation.—*Adams Dry Goods Co., New York.*

Our prices are dwarfs! Our values are giants!—*The Hub, Kansas City, Mo.*

We make prices that stagger combines.—*The Owl Drug Co., Sacramento, Cal.*

Moderate prices that you'd never equal for lowness.—*Graves, Cox & Co., Lexington, Ky.*

Our prices are wondrously attractive.—*Burke, FitzSimons, Hone & Co., Rochester.*

Prices, because our orders from the makers were so large, are very low.—*Mandel Brothers, Chicago, Ill.*

There is such an economy in the prices as will appeal to all people of thrift.—*The Wanamaker Store, New York.*

Stocks whose goodness outshine the past and prices so low as to half repudiate the goodness.—*Scroggie's, Montreal.*

The low prices are bound to win the admiration and confidence of all conservative people.—*The Economy, South Bend, Ind.*

Price is always a strong attraction for customers. We know how to combine quality and price.—*F. Lapointe, Montreal, Can.*

Decoy prices. The absurdly low prices for dental work that are sometimes advertised are not real prices. They are decoys, and their object is to entice the unwary within the "shooting" range of the advertiser's suave arguments. Almost the first thing that you will be told about these less than fair prices is that they "are not for the kind of work that you want." The best work does not need to attract by such decoys—and fair charges do not need to hide behind them.—*Dr. M. E. Spinks, Los Angeles, Cal.*

Since giving a notice of a price reduction the response has surprised us. Hundreds of customers are alive to the fact that they can now buy overcoats, suits, pants, furnishings and fur goods at most popular prices.—*Fralick & Co., Hamilton, Ont., Can.*

Some of the largest factories in the country producing high-grade furniture wanted to dispose at once of all or portions of their stocks. Our offers to take at once their entire lots on hand, and to pay spot cash, enabled us to secure extraordinary price concessions from the usual wholesale prices, and we have marked every piece in the same proportion as we bought.—*Lit Bros., Philadelphia, Pa.*

Keep track of our price-making.—*Emery-Bird-Thayer & Co., Kansas City.*

Price surprise.—*A. Lisner, Washington.*

Note the underprices.—*Dils Brothers & Co., Parkersburg, W. Va.*

#### PRICES

Proper price inducements.—*Emery-Bird-Thayer & Co., Kansas City, Mo.*

Another strenuous price-event.—*Hackett, Carhart & Co., New York.*

Wee sawed-off suit prices.—*Geo. Watson & Co., Newark, N. J.*

Dried-up prices.—*Rosenthal & Newmark, Newberry, Mich.*

Prices as low as we know how to make them.—*Beal & Martin, St. Thomas, Ont.*

You will notice that all prices quoted are even prices, no 23c. or 49c., etc., etc. The reason for that is that the qualities are so satisfying and so uncommonly good that every garment sells on its merits at a regular price. Besides, what's the use of buying a "cheap" garment, one or two cents lower than a really wearable and satisfactory one?—*Strouss & Hirschberg, Youngstown, O.*

The prices quoted at our great clearance sale are in many cases below actual wholesale cost. Spot cash tells the story.—*Clarke Brothers, Scranton, Pa.*

Selling to the consumer at wholesale prices is the thing that brings the people to this big store daily. Why not come here and buy at wholesale instead of buying elsewhere and at retail prices?

Compare these prices with the prices charged at other places. You will readily see that a dollar here will buy almost as much again as it will most places.—*R. H. Williams, Kansas City, Mo.*

The popular price limit.—*Walker Brothers, Salt Lake City, Utah.*

Delightful low prices.—*Jas. Paton & Co., Charlottetown, P. E. I.*

High-grade goods at lessened prices.—*W. H. Keech Co., Pittsburg, Pa.*

We have named below prices which are prizes.—*L. Hammell & Co., Mobile, Ala.*

The prices won't interfere with your buying.—*Novi-modi Costume Co., Montreal, Can.*

It would be wise to buy for a long time to come at these prices.—*The Fair, Chicago, Ill.*

Ten dollars in every detail but the price card.—*N. Snellenburg & Co., Philadelphia, Pa.*

Prices here are figured with strictest regard to economy.—*E. G. Brown, Bayonne, N. J.*

Aristocratic clothing for plebeian prices.—*MacCarthy-Evans Tailoring Co., St. Louis, Mo.*

Compare our prices with others and you will find them always lowest.—*Gately & Donovan, Saginaw, Mich.*

Prices that eliminate most of the profit

for us, but mean big saving chances for you.—*Kaufman's, Pittsburg, Pa.*

There is nothing ordinary about the offerings in this house unless it be prices. We prefer to sell a good article at a fair margin of profit and court the friendship and future business of the present buyer.—*W. S. Aaron, Altoona.*

Hurry-out prices.—*Charles H. Bear, York, Pa.*

Time for broken prices.—*Heinrich's, Minneapolis, Minn.*

Half price will buy any one.—*Wanamaker's, Philadelphia, Pa.*

Prices that mean big saving chances for you.—*Hunter's, Memphis, Tenn.*

The price is the most welcome part.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices lowered to the last notch.—*Giddings Bros., Colorado Springs, Colo.*

Our prices always lower than elsewhere.—*Mendel & Freedman, New Haven, Conn.*

Prices worthy of an immense business that's sure to come.—*McNaughton's, Muncie, Ind.*

Our prices are lower. We never sacrifice quality to quote a low price, but we make low prices.—*Frank N. Simmons Co., Cincinnati, O.*

What is that? Sounds as if something had dropped. Yes, something did drop—it was the price on a lot of our odd, light, summer suits and trousers.—*Douthett & Graham, Youngstown, O.*

A woman reads an advertisement in the newspapers about cheap linens. She goes to the store, and finds a table cloth marked \$14, with a stroke through the figures, then \$7 with another stroke, then \$3.50 unstroked. She buys it for she cannot resist \$14 for \$3.50. When she gets home she finds a hole in the cloth and the linen not good. And growing suspicious she goes out to another store, and finds a much better cloth selling regularly at \$4.50. No \$14 with a stroke through it. No \$7, simply \$4.50, regular price. Moral—When you open your purse don't shut your eyes.—*Connolly & Wallace, Scranton, Pa.*

Prices much diluted.—*F. M. Atwood, Chicago, Ill.*

Prices fixed by economists.—*Hahne & Co., Newark, N. J.*

Small prices invite large sales.—*Kaufmann, Pittsburg, Pa.*

Prices that clinch the argument.—*Boston Store, Milwaukee, Wis.*

Our little prices are cutting a big figure.—*The Continental, Boston, Mass.*

## PRICES

Our prices will be a pleasant surprise.—*Gately & Donovan, Saginaw, Mich.*

Lower prices have never been met with.—*Stone, Fisher & Lane, Tacoma, Wash.*

Prices that cannot be equaled for lowness.—*Blowenstein and Brothers, Memphis, Tenn.*

The flashing of a string of sensational prices will not tempt a thoughtful clothing buyer. He wants value at a fair price.—*N. Vinje & Co., Morris, Minn.*

In this list there is not a regular price. Everything has been reduced to the sale level and that level is a Malley one, which does not count pennies when it is possible to cut dimes.—*The Edw. Malley Co., New Haven, Conn.*

To-day starts the third week of the boldest and most decisive price-reducing event to which you have ever been invited. Our desire is to show you how cheap we can sell you a good article, and how good an article we can sell cheap.—*Reynolds, Troy, N. Y.*

Ruthless price cutting.—*Armbruster's, Columbus, O.*

"Hurry-out" prices.—*Oliver Rotheri, Altoona, Pa.*

Little prices with loud voices.—*Hearn, New York.*

How the prices have tumbled!—*The Guarantee, Muncie, Ind.*

Unmercifully cut prices.—*Kaufman's, Colorado Springs, Colo.*

Prices cut to shreds.—*Kahn Tailoring Co., Indianapolis, Ind.*

Extraordinary and unheard of price cutting.—*Kerr's, Minneapolis, Minn.*

Irresistibly low prices!—*Benoit Clo. Co., Bangor, Me.*

Prices notably little.—*Boston Store, Milwaukee, Wis.*

Special price winsomeness.—*Goldsmith's, Scranton, Pa.*

The harder it storms the lower the prices.—*Sherer's Worcester, Mass.*

The clothing price-bars are down—flat down.—*Muller & Bluett Clo. Co., Los Angeles, Cal.*

Here are some price sayers that should appeal to you. Read them.—*Robbins & Paddon, Utica, N. Y.*

No feminine eye ever beheld more potent argument than is presented in our prices.—*Joyce's, Pittsburg, Pa.*

A few plain price facts.—*Globe Warehouse, Scranton, Pa.*

Household necessities at saving prices.—*Rothschild & Co., Chicago, Ill.*

Massive couches secured at a big cut

in price.—*People's Outfitting Co., Chicago, Ill.*

Prices. Great grocery goodness at mighty little prices.—*Moore Bros., Galveston, Texas.*

Every piece going at just one-half regular price.—*Hartman Furniture & Carpet Co., Chicago, Ill.*

It abounds in novelties combining utility and beauty with inexpensiveness.—*R. J. Horner & Co., New York.*

Wanted—Housekeepers to appreciate the Palais Royal's special sale prices.—*The Palais Royal, Washington, D. C.*

Prices the lowest that can possibly be quoted for furniture of standard quality and merit.—*R. J. Horner & Co., New York.*

Snappy specials. Magnetic values. You may match these prices, but not the values.—*Geo. H. Plumer, Newburyport.*

The price marks will prove no less a revelation than the beauty and comprehensiveness of the styles.—*Rothschild & Co., Chicago, Ill.*

"A penny saved is a penny earned," and the maxim becomes true in dollars when applied here.—*Fred S. Tucker, Colorado Springs, Colo.*

Sacrifice prices. We are determined that nothing shall be carried over to another season. This is your opportunity.—*H. Rosenour & Sons, Frederic, Md.*

Final reduction. Unusual low prices. But the usual end-of-the-season opportunities.—*Nicholas & Morse, Haverill.*

Every item quoted has experienced a double reduction, which will insure a speedy riddance of all our odd lots.—*Inter-State Mercantile Co., Council Bluffs, Iowa.*

Values that amaze. To-morrow this much talked of February sale swings enthusiastically into its second week of success. The prices quoted are revelations to the most experienced of buyers. Astonishing possibilities. Values that amaze.—*People's Outfitting Co., Chicago.*

It's your own fault if you do not take advantage of the special low prices which we are making on the most desirable merchandise for man, woman and boy. Our determination to make this clearing sale a successful one has met with the most substantial approval of the trading public. Now we are going to continue for one week longer these sweeping reductions in men's, ladies' and boys' clothing; therefore, we say to you "It's your own fault" if you don't profit by these continued low prices.—*The Hub, Great Falls, Mont.*

## PRICES



We have a good list of values for tonight's selling. These bargains should interest you if you're a cash buyer.—*The Big Cash Store, St. Thomas, Ont.*

Prices sent skyward.—*Stone, Fisher & Lane, Tacoma, Wash.*

Sentimental price-tune.—*Cohen's, Richmond, Va.*

Unheard of prices.—*Household Credit & Auction Co., Pittsburg, Pa.*

Prices that hardly touch the pocket-book.—*Frank Edmondson & Bro., Atlanta, Ga.*

Near-to-nothing prices.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Prices degraded below the limit of respectability.—*F. R. Slocum Co., New Bedford, Mass.*

Prices that cannot be gainsaid.—*The Scott D. G. Co., Cleveland, O.*

Prices to rouse your enthusiasm to a high pitch.—*Modern Merchandise Co., Worcester, Mass.*

Listen! Did you hear something drop? We did, but it was only prices.—*Young & Schaffer, Grand Rapids, Mich.*

Now comes the power on wreckage from every department.—*Bay City Cash Store, Bay City, Mich.*

Price figures, but quality is the real test of cheapness.—*Fitch Goettinger Co., Dallas, Texas.*

The thrifty buyer knows that Graham's is the money-saving spot, and these clean-up prices will make such active buying that all lines will go in a jiffy.—*A. E. Graham & Co., Hillsboro, Tex.*

"Who killed high prices?"—"I," said the shoddy-maker, "with my wool substitute—I killed high prices!" "Not so," said the cotton-spinner. "With my deftly woven threads in two per cent. of wool—I killed high prices!" "Hear me!" said the cheap clothing manufacturer, "I killed high prices. By cutting and pulling and pressing unshrunk cotton and shoddy fabrics into semblance of shapes, I killed high prices!" Then up spoke the people: "Wrong, wrong! All of you are wrong! By selling the best styles of clothing, cut and made by intelligent tailors, from pure wool fabrics—with the guarantee of rightness for every garment sold, or money back—Brill Brothers killed high prices!"—*Brill Brothers, New York, N. Y.*

Low price clearing sale. Wonderful opportunities to save does this store offer you. Will you be one of the fortunate ones to anticipate on these low prices?—*Neidig & Miller, Frederic, Md.*

It is now but a question of days before

spring clothing crowds out winter garments, so we make unusual price reductions in order to help the winter goods to move.—*Benner, Begg & Garvin, Grand Forks, N. D.*

If you think these values good you will find many others here just as good or better. We never fail to match or better any "one day specials" elsewhere offered. We are alive; very much alive.—*Hearn, New York, N. Y.*

We prefer to close these lots out rather than carry them on our inventory list, and so for Saturday we say come and take your choice at these most extraordinary prices.—*Au Bon Marche, New Bedford, Mass.*

We have just instituted still another marvelous reduction that excels all other previous record-breaking efforts in this line. We have combined many of the gems of the highest grades of those suits and overcoats remaining from our wonderful green tag sale, and to-morrow they will go on sale at so low a figure that it will amaze the trade. Take advantage of this sale now, for we have reached the season's limit for low prices.—*Richardson Clothing Co., Kansas City.*

Reductions so drastic as these may well cause surprise among men who wear good clothes and those who are in the retail trade, because they are so much greater than would be expected, considering the quality and general desirability of the garments. But the 14th Street Store has counted stock and these lots have come to light. They've got to go at once, which accounts for these immense price-cuts. On some we have gone way below actual cost. On others exact cost has been marked. But no matter where you choose you will secure splendid bargains.—*The Fourteenth Street Store, New York, N. Y.*

Our anxiety to effect a clearance of the greater part or all of our stock that we may make room for the first arrivals of spring styles, expected shortly, has led us to make price concessions so remarkable that they will appeal to every man and young man in Milwaukee, if the quality of the clothing offered is taken into consideration. These price reductions are most important at this time, inasmuch as they include hundreds of suits and overcoats of medium weight that may be worn at any season of the year. The recent advance of 25 per cent. in the cost of manufactured woolen goods should prove another incentive to buy now when great values are so apparent.—*Stumpf & Langhoff, Milwaukee, Wis.*

## PRICES

Merchandise of style and quality—many kinds of good merchandise—at reduced prices. This means a great saving, and much interest, to you. The bare facts are sufficient; briefly, concisely told, just as they are. Shows that a genuinely important sale is not to be determined merely by words. Every item is correctly quoted from regular stock, and of course worth all that was formerly asked.—*Davison-Paxon-Stokes Co., Atlanta.*

Shortened prices.—*Wanamaker's, New York, N. Y.*

Prices bow their heads.—*Sparling's, Detroit, Mich.*

Surprise prices.—*Goldenberg's, Washington, D. C.*

Prices shattered.—*The Leader, Minneapolis, Minn.*

Lessened prices!—*L. S. Plaut & Co., Newark, N. J.*

Corking little prices.—*Joseph Horne Co., Pittsburg, Pa.*

Prodigious price cutting.—*Polin's, Colorado Springs, Colo.*

A batch of price facts.—*A. Brown & Son, Schenectady, N. Y.*

Prices to make competition quiver.—*The Globe, St. Louis, Mo.*

Generous price concessions.—*W. A. McNaughton Co., Muncie, Ind.*

The incubator of cut prices.—*The Owl Drug Co., Los Angeles, Cal.*

These prices will speak for themselves.—*M. Quinn, Kansas City, Mo.*

Broadside slashing prices.—*The Paris Department Store, Burlington, Ia.*

Lowness of price is a powerful magnet.—*Goldsmith's, Memphis, Tenn.*

Welcome news for purse-wise shoppers.—*The Boston Store, Worcester, Mass.*

Prices that will amaze the people.—*The Williams & Rogers Co., Cleveland.*

Seasonable goods at reasonable prices.—*McNamara & Harding, Binghamton.*

Price inducements worth considering at once.—*A. D. Matthews' Sons, Brooklyn.*

Imperative need nerves our hand to prodigious price-cutting.—*Goldenberg's, Washington, D. C.*

We have broken the monopoly of high prices.—*The Mills Tea and Butter Co., New Haven, Conn.*

These price reductions ought to bring us the patronage of every thinking economical shopper.—*Hunter & Hunter, Detroit, Mich.*

Surprising prices.—*Wanamaker's, New York, N. Y.*

Paltry prices.—*The Economy, Goshen.*

Cut down prices.—*Simpson's, Toronto.*

Small-profit prices.—*Robertson's, Saint John, N. B.*

Prices extraordinarily attractive.—*Kaufman's, Trenton, N. J.*

Primed prices.—*F. R. Slocum Co., New Bedford, Mass.*

Bankrupt prices the attraction.—*The Boston Store, Milwaukee, Wis.*

An introductory price that is interesting.—*Mertz, Washington, D. C.*

Prices which gratify the economical!—*Kaufman's, Pittsburg, Pa.*

A great slash in prices.—*John G. Myers, Albany, N. Y.*

Price economics are absolute.—*A. Brown & Son, Schenectady, N. Y.*

Our regular prices are decisively lowered.—*Abraham & Straus, Brooklyn.*

Our price defies honest comparison.—*Garbade, Libaud & Co., Galveston, Tex.*

Everything priced to meet the requirements of thrifty shoppers.—*Whitehouse D. G. Co., Spokane, Wash.*

We cut our own prices just to keep up our habit of cutting.—*The Owl Drug Co., Los Angeles, Cal.*

No lower prices in Winnipeg. Our prices are always the lowest. We are never undersold, because no dealer can sell for so little profit as we and keep his store open. Close buying and our enormous purchases have accomplished this. You save money by it. The price of drugs at wholesale is largely regulated by the quantity. We buy in carload, hogshead, barrel and bale lots, where the small dealer cannot afford to buy more than a box, gallon or pound. The result is we can sell you at a price as low as the small dealer pays for his goods. We've cut out two profits—wholesaler's and retailer's—and given you the benefit. Our advantage lies in the enormous amount of business we do annually by this method, and in the quality of goods. Thus we have earned the confidence of the public. Don't fail to take advantage of the money saving sale which is going on at our four stores, closing Thursday night, July 18th.—*Gordon Mitchell Drug Co., Winnipeg, Can.*

A merry time we have planned, a happy time, bargain time, and timely time for all to supply needs in little necessities and wear things for months to come. We have peeled and pruned and pared the smallest prices in town into smaller ones. Oceans of notions have swelled our usual stocks into overflowing.—*Nachman & Meertih, Montgomery.*

## PRICES



Plain prices. Every article in our store marked in plain figures. We have but one price; the lowest, which we make to every one.—*Brent's, Los Angeles, Cal.*

We will offer at specially low and attractive prices, every sort of dainty whitewear—whitewear made in the finest whitewear factories in Canada—whitewear that's cut to fit, whitewear that's sweet and clean—made under the most wholesome sanitary conditions—and at prices so low that no woman can afford to waste the time and trouble entailed in sewing at home.—*Provese Bros., Ltd., Charlottetown, P. E. I.*

Judge our drug store by two tests—quality and value. The store that was first—and out of its own initiative—to bring prices down to a small profit and quick turnover basis, and at the same time maintaining the highest standard quality, can always be safely trusted with your orders.—*T. Eaton & Co., Winnipeg.*

Big slices have been cut off the original prices. In many instances they have been cut to half. Hundreds of women have taken advantage of these sweeping reductions. Consequently many numbers have been entirely sold out. Owing to the fact of an unusually good season almost every garment on sale is but a recent arrival. Therefore, the very last suit, skirt or waist is just as good, just as slightly and just as low-priced as the very first one selected in the first hour of this sale. All our garments are the latest style, cut and material, but profits are sacrificed to make a clean sweep of every article.—*Louis Einstein & Co., Fresno, Cal.*

Keep \$2 of every \$10. In our great sale this week—in annex—you can keep two dollars out of every ten you intend spending. Think what a big saving that is. Twenty cents of every dollar stays in your pocketbook or goes toward buying something else you need. The carpenters will be ready soon to start their work in cutting the big archway between our two stores, and we must make room for them. That's why we offer you 20 per cent. on all these beautiful goods. The Allen stock is known to be one of the most select ever brought to Columbia. All this stylish lot of goods is being sold out regardless of everything, simply to make room at a saving to you of 20 per cent. less than our low sacrifice prices. If the stock is left here while the work is going on it means complete ruin. Even the shelving will be torn down and remodeled. We can't afford that, so have decided to let you share in the benefit by you saving 20 cents from every dollar

you want to spend. Linens that Allen sold as cheap for \$1.25 we reduced to \$1. You can buy them during this sale for 80 cents per yard. And so it goes throughout the entire stock.—*The James L. Lapp Co., Columbia, S. C.*

To-day we quote a few low-price suggestions that point a sure way to the proper place to do the bulk of your Saturday buying. The store is stocked with high-class merchandise for spring and summer, so, no matter what the weather proves to be, the hours spent in this store will be bright, cheery and full of plans for summer days.—*The Edwards Store, Troy, N. Y.*

A clean sweep to be made of everything in the holiday stock. Our before Christmas prices were lower than you ever knew them, but now they are discounted from 1-5 to 1-3—yes, even half price takes many of the pieces. Interested buyers are culling from our display tables. Be quick to get your share.—*C. F. Wing, New Bedford, Mass.*

Though cotton prices are soaring, values are good. In these days when cotton prices are soaring skyward it is a difficult matter to obtain *undermuslins* of the right kind at prices which would permit giving the values we desire and that you would expect in this great May sale. But it has been done and you will be delighted not only with the styles, but with the surprisingly good values to be seen when you come to-morrow.—*The Crescent, Spokane, Wash.*

The prices were cut—cut—cut, till there was no room for doubt that every one would prove a magnet that would introduce the article advertised to some customer who had never used it before. The heads of departments grieved to see good goods offered at such low figures, but we blue-penciled the reductions they made and cut the prices still lower. Thousands of women await this announcement every week, to avail themselves of the economy opportunities presented. Every woman who scans this half-page of values will find the temptation to buy will be irresistible.—*Woodard, Clarke & Co., Portland, Ore.*

Price and quality. Purchases where price is more than quality are made at all times—the price paid for anything is not always in conformity with quality. At our store prices are always right and in conformity with quality of goods bought. Whatever you buy of us you will get full value—right price and right quality with every dollar spent in our store.—*Reaves-Ham Department Store, Montgomery, Ala.*

PRICES

Doctors tell us never to try sleeping on a full stomach. Good advice; but here's better: Sleep on a full pocketbook. Greatest sedative ever known. We'll help fill the pocketbooks with "change back" and furnish the sleep-easys at reduced prices Friday.—*Olds, Wortman & King, Portland, Ore.*

Yes, our prices are moving the goods rapidly, you are invited to respond promptly to these offers as they are genuine bargains. You must remember, however, that this entire stock is being disposed of at correspondingly low prices, bring your list of needs and we will save you large sums of money.—*W. H. Rileys, Memphis, Tenn.*

A week of continual surprises. Astonishingly low prices for its high quality, fine store—every department ready with its share. Any woman with an eye to economy may be gratified in almost every need. A feature of these last days is the great sale of remnants and odd lots.—*L. S. Plant & Co., Newark, N. J.*

Scores of shrewd shoppers are now taking advantage of the low prices we are now offering. The influx of our midsummer styles in linen and other tub suits and summer fabrics compels us to offer the balance of our spring stock of tailored suits and covert jackets at prices in most cases way below cost of making.—*C. J. Gutgesell, St. Paul, Minn.*

If these goods were not cheap, or just as we represented them to be, will you tell us why the people were so patient in waiting for their turn to be waited on?—*Goldsmith's Bazar, Scranton, Pa.*

The greatest store and the greatest business in Brooklyn have risen here on the foundation of public satisfaction with the best service, the best assortment and the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

Because we've only a few of a kind of these coats and suits, in most cases only one or two, we are anxious to close them out quickly and so make this further cut in their already reduced prices. To realize what a great bargain chance this is you must remember that the present price of each suit and coat in this lot is a third to a half less than what it was earlier in the season and this additional reduction of one-quarter is from the present reduced prices.—*Snellenburg's.*

Here's just a few, picked out from our large stock. To-morrow we are slaughtering the prices in every department. Values will be given that will surprise you at the smallness of the price asked. This is, indeed, a golden opportunity

and one that you should not miss. We guarantee every article we sell to be as represented and if you're not entirely satisfied we cheerfully refund your money.—*Au Bon Marche, Montreal, Can.*

Visit this store early Monday morning, it will doubly repay you, as almost every department of this entire store offers you wonderful special lines. Read this advertisement carefully, and after you have completed your list from this advertisement, look further before leaving the store, there are so many things to be had at a saving just now, the lots being too small to take special space for in the papers.—*R. McKay & Co., Hamilton.*

Rich prizes, in the form of high-grade and most desirable merchandise at very small prices, await the throngs that will come to-day and to-morrow for the myriad of good things at this after-inventory sale.—*J. N. Adams & Co., Buffalo.*

At the regular price this is the best ready-for-service clothing made—stylish, perfect in fit, made with punctilious attention to the minutest detail of tailoring. No need, therefore, to insist on the splendid bargain character of this offering at the reduced price.—*Mandel Bros.*

Prices are fully a third less than they should be.—*The May Co., Cleveland, O.*

We've gone through the stock again and virtually added everything to the Half Price Suit Tables. These include the finest grades of worsteds—making the assortment better and more complete than at any time during the sale. We are determined to clean up every suit in stock even to the last garment. All sizes from 33 to 46 in all the lots together—and wonderfully good picking for big men.—*D. J. Kaufman, Washington, D. C.*

More doubting Thomases wanted.—Do you remember how the wiseacres shook their heads when we discarded the obsolete charge-and-pay-when-you-can system of merchandizing and adopted the new way? Well, not a day passes but what one or more of these doubters is converted to the wisdom and economy of 20th century methods. Why? It's the only way. The advantages in buying and the elimination of "bad debts," collecting expenses, and such considerations from the profits—make our dollars and your dollars bigger—much bigger.—*A. Bushnell & Co., Watertown.*

Cash business has advantages for our customers and for us. It makes business economies that make our low prices possible.—*Sabin Bros., Belvidere, Ill.*

PRICES

## CASH

Rinks—"Is your grocer in the trust?"

Jinks—"Yes, but it doesn't affect me."

Rinks—"No?"

Jinks—"No; I have to pay cash."—*Baltimore American.*

It pays to pay cash.—*Oliver-Finnie Co., Little Rock, Ark.*

You can afford to pay carfare to visit the store where cash talks.—*Green Front Market, Altoona, Pa.*

We buy for cash. We sell for cash—don't have any debts to make up.—*Jones Dry Goods Co., Kansas City, Mo.*

Business is business, and can best be done to the advantage of dealer and consumer on a cash basis. We want your good will and co-operation.

Don't ask for credit. It is unpleasant for us to refuse. You want proper attention and value for cash. We propose to offer all we can. Shade prices whenever possible, and offer every inducement to secure your trade pleasantly. Will take due bills as cash, but under no consideration will we allow credit or bantering in prices.—*Henry Carter, Simcoe, Ont.*

Where cash wins.—*J. N. Zurlinden, Kenton, O.*

We sell for cash, which means no bad debts, which means lowest prices.—*J. H. Batton, San Bernardino, Cal.*

Cash buys big values in our furniture and house-outfitting store. Cash always commands the biggest bargain. It always gets the richest value. Every day you see proof of this. We go into the market with money to plank down for what we buy. We can crowd the price down to its lowest notch. When we sell we get cash to go out and buy more big values. When we get cash we do not have to lose by bad debts or for the keeping up of an expensive credit department. That's why your cash is better here; that's why we can afford to make the low prices we do. Read the news of values below, it will pay you.—*Jones Dry Goods Co., Kansas City, Mo.*

Just for Saturday, and for cash.—*Carrow Market, Ottumwa, Iowa.*

It's cash that talks in buying meats.—*The Acme Cash Market, Binghamton.*

A credit merchant carries two stocks of goods: One in the store; the other scattered among his credit customers.

Carrying customers on the books increases the cost of doing business. It's one of the things that compel merchants to get high prices from those who pay.

Why don't you pay cash and be independent? Trade where prices are figured on a spot cash basis.—*The New York Racket, Salem, Ore.*

It Pays to Pay Cash at a Cash Store.—Our prices are positively the lowest in Pueblo. Our business this month surpasses that of any previous month since we opened. The reason is simply that in times when economy becomes necessary, trade inclines toward the store that gives the best values for the money. Having always sold for cash, we don't have to add anything to our prices to make up for losses occasioned by poor credits. This means a real substantial saving to every customer—and you'll find it so. Come and prove us. You'll find good values, even beyond your expectations.—*Bernstein's, Pueblo, Cal.*

We invite cash buyers to take advantage of our determination to still increase our Woonsocket business and defy any attempt to equal our cut prices by any of the vendors giving prize packages with sticky wares.—*Rogans, Woonsocket, R. I.*

From a credit to a cash basis. We pay cash for our goods and get the benefit of the cash discount. We sell them for cash and give you the benefit of this discount. We find that by carrying on a strictly cash business we can give our customers better goods for less money than we can by the credit system. That is the reason for the change. Judging by the crowds which visit our store daily this move on our part has met with hearty approval.—*York Bargain King, York, Pa.*

The power of the Macy cash system in creating matchless economies was never illustrated more convincingly. The interest caused by these sales is unprecedented. Practically every department in this great store contributes special values from stocks worth in the aggregate \$3,000,000.—*Macy's, New York, N. Y.*

CASH

The Dry Goods Economist says: "No man who has understanding sufficient to carry him through the first proposition of Euclid can question the contention that the merchant who sells for cash can be content with smaller margins than one who credits." If not, why, may we ask, is so much emphasis in current publicity laid upon the spot cash feature of various fortunate purchases? If the public can buy to as good advantage on a credit basis, how does it happen that the merchant cannot? If either could, surely both could, but, of course, neither can and neither does. We sell strictly for cash and are content with little profits.—*The Big Cash Store, St. Thomas, Ont.*

We sell for cash, give no discounts and pay no commissions. Our low prices are historical. The depositors' account department was organized as a convenience for our patrons—one affording every advantage of a credit system and none of its drawbacks. Deposit a sum of money—large or small—make purchases in the usual way and have them referred to the account for payment. Monthly statements, showing the condition of the account, will be mailed to you. Interest at the rate of four per cent, compounded every three months, will be allowed on your daily balance. Your deposits cannot be drawn against by check for expenditures made outside of the store, as we do no banking business; but any or all of it can be withdrawn at any time.—*Macy's, New York.*

Cash.—It is the cash that talks. If you have the money, we have the goods. We know we can save you 20 to 30 per cent. on your investment.—*Nickle-Plate Grocery Company, Alliance, O.*

Cash! Cash!! Cash!!!—Cash is the only lever which can move any goods out of our house from this date on until we give further notice.—*Geltz, Mansfield.*

When you pay cash you're entitled to the savings in cash, and get them here, too. Any item here or any item in the store will prove our prices lowest.—*Boston Store, Chicago, Ill.*

Saves you all the dealers' profit. We sell for cash only, which enables us to make our astonishingly low prices, as we have no bad accounts or excessive selling expenses to add to our costs.—*The Gold Coin Store Co., Troy, N. Y.*

When you aim to pay cash, come here and save the difference in price.—*The Bee Hive, Charlotte, N. C.*

Buying for cash, selling for cash, energy, truth and capacity are the living

principles responsible for the marvelous growth of business at this genuine, dyed in the wool "cash" dry goods store. Bay City "Cash" Dry Goods Co. is our trade mark. It means something. It stands for "cash" in both buying and selling. It stands for first quality, high grade, stylish and satisfactory merchandise at the lowest "cash" selling prices. It means all these things to the store. It means all these things and more to our customers. This store's policy is buy cheap, sell cheap and satisfy.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

Buying for Spot Cash and saving the Profit-Sharing Coupons is just like placing money in the bank. The customers of this store always have that sense of satisfaction at having something laid aside for a "rainy day." The Profit-Sharing Coupons enable them to furnish their homes without cost, and the difference between our small profit prices and what they are forced to pay elsewhere means a snug little bank account.

Buying for cash, selling for cash—energy, truth, enterprise and modern methods, are the living principles responsible for the marvelous growth of business at this reliable "dyed-in-the-wool" cash store. We buy in enormous quantities direct from the manufacturers and sell first-class merchandise at the closest possible margin of profit. In buying here you are not paying the middlemen a profit because all our goods come direct from the largest makers and producers. Our shrewd, wide-awake buyers never close their eyes when the public's interests are at stake. Their one aim and purpose is to gain the biggest possible price concessions that ready cash, constant attention and tactful maneuvering can secure. In buying of us you are absolutely certain that the merchandise will be first-class. Anything proving unsatisfactory will be willingly exchanged or money refunded without question.—*Clarke Bros., Scranton, Pa.*

Do you want the best for the smallest cash price? If so "The People's Store" must be your watchword, and if you are a stranger in the city a visit to this store Tuesday will prove to you the truth of our claim, viz.: "We sell the best, yet the price is small." We buy and sell for cash only. That's why.—*People's Store Co., Tacoma, Wash.*

Installment dealers can't compete with our low cash prices and live. They have elaborate and expensive collection systems and their court and lawyer's fees are large items.—*The Excelsior Clothing Co., Binghamton, N. Y.*

CASH



I am selling goods for money and not for the pleasure of putting some one's name on my books. It costs a store ten per cent. more to sell goods on credit.—*Swift's, Los Angeles, Cal.*

This store is a cash store. It has the buying machinery of the Kansas City store, with all its great prestige in cash buying, at its disposal. Thirty trained buyers in the Kansas City store, assisted by the buyers who have helped to build the Kemper & Paxton business, are using cash in buying the great values for this Topeka store. The vast qualities that can be handled by this big store and the great Kansas City store combined make low prices as easy as anything can be. Then when we place our close cash prices on these goods, no risk of loss, no expensive bookkeeping, no stock of merchandise on the credit books and another in the shelves—we say when we put our close cash selling price on these close bought goods, we've got bargains no store in this western country can match.—*Jones Dry Goods Co., Topeka, Kansas.*

The Bay City "Cash" Dry Goods Store, the home of "cash" business values. The popular rendezvous of thrifty money-saving thousands within and outside the broad confines of the city. There's an every-day onward march in the Bay City "Cash" Store. Throngs of contented and satisfied buyers at every counter. There's a homelike air of comfort and confidence on every face. Confidence in the store. Confidence in the goods. Confidence in the prices. Money is power. The bed rock of our strictly "cash" plan in both buying and selling. The best of merchandise within the reach of toiling millions.—*Bay City Cash Dry Goods Store, Bay City, Mich.*

At no previous sale have we offered such Bargains at Half-Price in High-Class Merchandise. Every Dry Goods Department in the store is represented. Buy for Cash and buy all you can.—*Hills, McLean & Haskins, Binghamton.*

Now, to your profit. Nearly 75 per cent. of the Grocery business done in this country is done on credit. Every time a cent's worth is bought on credit *some one loses money.* If it isn't the merchant, it is the customer, for cash is King, and always will be all powerful in the commercial world. Any one can buy anything cheaper for cash than on time. We buy for cash, we sell for cash—treating all with the same liberality—giving all the same guarantee—"Satisfaction or Your Money Back."—*Jones Dry Goods Co., Kansas City, Mo.*

Selling for cash means no bad debts. It means also, that you do not pay an added profit to cover hire of extra bookkeepers and bill collectors. It also means we buy for cash and take the discount. This is no theory, we have had it in active practice many years. Our cash basis is a safeguard to both of us. If out of city write for illustrated catalogue.—*Mulford, Jeweler, Memphis.*

The fact that this store does offer these cash bargains is proof enough that we are able to sell for less. To buy and to sell for cash is the most clear cut way to trade we know of. When we buy goods, we buy in big quantities, because we have the outlet. We pay spot cash and thereby secure the lowest prices, which no credit store can buy at, because the store that gives credit to its customers must ask credit of the wholesaler. We add a small profit, because selling for cash does away with all the losses that a credit store suffers from bad accounts.—*Jones Dry Goods Co., Topeka, Kan.*

Midwinter, with all its drawbacks, brings one blessing to the working people. It is the season of low prices on general merchandise. Do not forget that Houghton & Dutton lead the procession in low prices, a fact made possible by our spot cash system of buying and selling. It pays to pay cash.—*Houghton & Dutton, Boston, Mass.*

Is cash your comforter or credit your worry? Vermelto and his wonderful tricks! As baffling as the credit man's monthly settlement. All day Monday, Tuesday and Wednesday Vermelto will do the wizard act in our show window. It's the "presto change" that any one can do if he only knows how. Just as smooth and slick is the sweetened talk of the fellow who charges you \$20 on credit for the identical suit we sell for \$10 cash. Vermelto has you hypnotized and so has the credit man. Vermelto is a vendor of tricks and he'll tell you all about the vanishing handkerchief for 25c. That's the living he gets out of his job. Our living is selling reputable merchandise for cash, at one-quarter and one-half less than the man whose family of non-collectibles accumulate in his ledger and the difference figured up on the good friends that pay. There are two ways to look at matters. One is through sentiment—the other through business lens. If you have an eye for business you choose to be independent from and under no obligations to your merchant. That's paying cash.—*F. E. Mistrot, Galveston, Tex.*

CASH

Cash counts.—*Clarke Brothers, Scranton, Pa.*

Selling for cash only enables us to make lower prices than credit stores can make. Watch our daily ads and compare our prices with the credit store prices.—*Weinstein's, Great Falls, Mont.*

Spot cash—that unerring business bullet—is always used by us, and we get every concession that money can give.—*N. Y. Mail Order Store, New York.*

We get cash for goods and give you the best goods cash will buy.—*John R. Siefert, San Diego, Cal.*

I have taken an oath to sell for cash only; not to trust any person at this store; not to sign either bond or note, or become security for any party. Subscribed and sworn to before C. W. Johnstone, J. P., Phoenix, Arizona, C. W. McKee.—*McKee's Cash Store, Phoenix.*

'Here is a crowded, newsy page of big, honest values we are able to offer because we buy and sell for spot cash, losing nothing through bad debts.—*Jones Dry Goods Co., Kansas City, Mo.*

We conduct a cash business—buy larger quantities of goods than any other similar house on the Coast. Our prices, of course, are much lower than firms which buy in small quantities—the percentage of profit may be the same—still our prices are considerably less—no doubt you catch the point.—*John Breuner Co., Sacramento, Cal.*

Cash here, versus credit elsewhere. No man who will stop to think a moment can question the contention that, everything else being equal, the merchant who sells for cash can be content with smaller margins than one who credits. If not, why, may we ask, is so much emphasis in current publicity laid upon the "spot cash" feature of various fortunate purchases? If the public can buy to as good an advantage on a credit basis, how does it happen that the merchant cannot? If either could surely both could. But, of course, neither can and neither does.—*Wise, Smith & Co., Hartford, Conn.*

Our cash system of selling meats, vegetables and fruits is a sort of savings institution that Portland people seem to appreciate. It puts us in a position to quote low prices that the credit merchant can't touch. Through fostering economy in our patrons it sews up many a leaky pocketbook.—*Mercier Meat Market, Portland, Me.*

Prices—What a world of power in the price. The strength is in their little-

ness. Keeping hammering away day in and day out, shopping around with cash and then selling for cash is what makes this the busy store in summer. Listen to the bargains we are able to offer for to-day.—*Jones Dry Goods Co., Kansas City, Mo.*

We buy the best produced. We sell no goods on the installment plan. Therefore we have no bad accounts for you to help pay. Neither do we charge you for the services of collection, as we have none.—*C. F. Hausberger & Co., Columbus, O.*

We do as we advertise. Satisfaction or money back. No charges made—Strictly cash.—*The Hub, Bay City, Mich.*

Arouse—Arise—Assert Your Rights.—Shake off the shackles of high prices and legalized extortion. Prepare for a week of unparalleled cheap selling at the Bay City "CASH" Dry Goods Store. A seething maelstrom of values in a whirlwind of panic stricken prices. Every department in the store is at the kind and tender mercies of a money-saving people.—*Cash Dry Goods Co., Bay City.*

Spot cash—the gospel of good business. It was ready money that made this manufacturers' clearance sale possible. Anxious to sell, willing to sell cheaply, we caught the manufacturers when courage was weak and the market nervous. We struck them with spot cash, money down, meant immediate relief and they took their medicine—not without a grimace, but they took it. The Globe doesn't invest spot cash in questionable property, not at any price. Quality the steel, low price the flint, the spark struck from the two, that's a Globe store bargain. That's worth remembering just now.—*The Globe, Youngstown, Ohio.*

The cash buyer gets the closest possible price, as he should; the credit buyer pays what the accommodation costs and knows precisely what the cost is—an advantage possible only when dealing with a one-price firm.—*Geo. T. Brodnax, Memphis, Tenn.*

We sell for cash, give no discounts and pay no commissions. This is the only big store we know of that does a strictly cash business, and yields no concessions that all may not share. Such a system creates money-saving opportunities and enables us to undersell—easily undersell—all other stores. It provides the best values for those who spend money open-handedly, as well as for that larger class whose purchases are controlled by the strictest economy.—*Macy's, New York, N. Y.*

CASH



The Stone, Fisher & Lane stores do business on a cash basis. And, after all, that's the right way—for who was it said in the senate: "Gentlemen, I have found it—the philosopher's stone that turns everything to gold—it's pay as you go!" —*Stone, Fisher & Lane, Tacoma, Wash.*

Our cash plan and economical business methods make it possible for us to sell goods at a smaller margin of profit than "regular stores." That's why we give you better goods for the money than you can find elsewhere.—*E. T. Barnes, Salem, Oregon.*

Debt will knock you out. We are steering this business to increasing success on the rational, riskless cash basis. Don't buy on credit. Little debts multiply with marvelous rapidity, and before you can realize their aggregate magnitude they assume the immensity of a mountain. And how they burden and depress and take all the snap out of business and all the flavor out of life!—*McCord-Stewart Co., Atlanta, Ga.*

That's what you are entitled to at the Halpert & Jacobs' store—a running account—a charge account—it's all the same. Instead of paying cash, you open an account, settle your bill in divided amounts instead of in a lump sum. There is no mystery about this plan—no unfairness—the splendid success of the plan stands as proof conclusive. Would this modern plan of carrying accounts have gained such a triumph in two years otherwise? The minute you open an account with us you have the goods—you enjoy their use at the time when you need them most. As you are paying a little right along, your account keeps growing less. You don't mind the outlay, because of the small, divided payments—and you are dressed comfortably and fashionably, too. Either cash or credit are yours at cash prices—either way price and quality are just the same, you can depend upon it. Which way is the easier for you?—*Halpert & Jacobs, Binghamton, N. Y.*

"The way to wealth, if you desire it, is as plain as the way to market."—Benjamin Franklin. Watch your expenditures! Know how much you spend and for what you spend it. This information comes to you once a month—in compact, detailed form—if you avail yourself of the conveniences, advantages and economies of Macy's depositors' account department. You have all the conveniences of any credit system, without any credit system faults. You enjoy all the economies of Macy's cash system—and you get 4% interest on your daily balance, compounded every three months. Every penny and every dollar earns interest for you daily until withdrawn. You may deposit as much or as little as you care to and have your purchases referred to the account for payment. There is no waiting at the counter for change when on a shopping trip. Every month we will send you a detailed statement showing what you have bought and how much money remains on deposit. While your deposit cannot be drawn against by check for expenditures made outside of the store, you are privileged to withdraw any or all of it at a moment's notice. Macy's is a strictly cash store. It grants no concessions that all may not share, and it treats alike the million and the millionaire. You know that no store can sell goods as cheaply as a cash store. (No argument is required to prove that the customer must pay the store's expenses, including its bad debts—its premium devices, its trading stamps and all other schemes.) Thousands have opened deposit accounts with us, realizing the value of this "up-to-the-times" saving method. We urge you to give it a trial. —*Macy's, New York, N. Y.*

Quality, seasonable merchandise in large quantities at prices that have gained us fame, as "The Always Busy Store," "Givers of Best Values," "House of the People," "Cash" buying and "Cash" selling, is the secret of our supremacy.—*Bay City Cash Dry Goods Co., Bay City, Mich.*

## ILLUSTRATED ADVERTISEMENTS



No. 177

## WINTER

is not the best time to buy and stock coal. It is best to look ahead; prepare for the future and incidentally get the benefit of low prices.

In the purchase of — COAL remember you get the assurance of heat producing qualities—without the least mixture of slag and clinker.

## — COAL

leaves no dirt—no rubbish and burns brightly to the finish.

This shows wording and illustrations, but does not suggest manner of display.

WHEN "THE NORTH WIND  
DOTH BLOW"

you'll want to keep your house dry and warm. There's no hotter fire that will make your rooms more comfortable than one produced by

## — COMBUSTIBLE COKE

A good Coke fire radiates the rooms with cheerfulness. — Coal is the best to be had. Order now for immediate delivery.



No. 97

Other people have used our coal and are more than satisfied with it.

"WHY NOT TRY IT  
YOURSELF?"

— COAL is just the right kind of fuel for all kinds of weather—especially the kind we're getting now. It's not only the best, but the most economical. Don't wait until you get snow-bound. Order Now.

This shows wording and illustrations, but does not suggest manner of display.

There's money for you in good coal. When you

## GET YOUR COAL FROM —

you know that you are not paying for dirt and stone. COAL from — is clean and honest all through—full of fire and heat. It's getting colder now, and you'll have occasion to test this assertion. Why not order now instead of waiting up to the last moment?



No. 186

How's your bin? Empty? If it is, the remedy is

## — COAL

A cure for winter blues. A coal that gives more heat than any coal mined. Full weight guaranteed.

Coal, Coke and wood for winter.

This shows wording and illustrations, but does not suggest manner of display.

Did YOU look to the future? Did YOU store in your coal for the winter? Did YOU take advantage of the low price by ordering now? If you did NOT, call at once on

Clean Coal—Pure Coal—Heat-giving Coal. Coke and Wood.



No. 189

IF IT'S COLD, — COAL AND COKE is the remedy.

— Coke will heat up any room in a jiffy, and the cost is surprisingly low. If you've used it, you know it; if you haven't, you should try it, and you'll thank us for the suggestion.

This shows wording and illustrations, but does not suggest manner of display.

Cold? That's because your coal is poor and doesn't emit heat. You should have bought your

## COAL FROM —

The cleanest, purest and best heat giving coal mined. Better order some now. Prices may go up.



No. 252

## OUR COAL

will bear inspection. Hard and Soft, it is clean and full of fire. Past experience has taught you that prices go up as the winter advances. Place your order with us NOW.

This shows wording and illustrations, but does not suggest manner of display.

## INSPECT IT

The coal that we serve you will  
BEAR INSPECTION  
It is clean, free from dust, and full of fire. Now is the time to put in your coal for the winter. Place your order at once and we will give it our prompt attention.



No. 231

## PROCLAMATION

"The North wind doth blow and we shall have snow," and wise people will have their fuel in, ready to combat the weather. Are you a wise one? Not unless you use

— COKE

the fuel that is full of heat and leaves no clinkers.

This shows wording and illustrations, but does not suggest manner of display.

## BE COAL WISE

and put in your coal now for the winter. Past experience has taught you the advisability of this move.

— COAL

comes from the best mines, and is free from dust and dirt. Don't wait until the prices go up. Order now.



No. 145

## PROTECTION

from cold is the all important question just now. March is a month of chills. You should protect your health by keeping the house warm and dry with a roaring, blazing fire of

— COKE

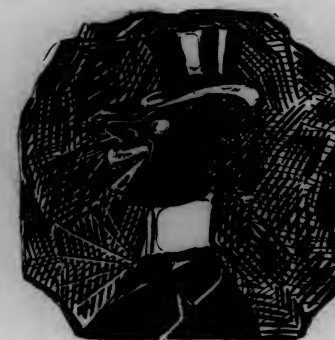
the best heat producer ever. —  
Coal is clean and pure. —  
wood is of the well burning kind.

This shows wording and illustrations, but does not suggest manner of display.

You can have solid comfort too, by keeping your stove fed on

— COKE

It's pure, it's clean, it produces a warmth, and for cooking and baking purposes it is unexcelled. Besides, it's inexpensive. Do you use it? If not, take my advice and try it.



No. 314

A GOOD THING IN JET  
BLACK—that's

— Coke

Every housewife with an eye to economy as well as quality should know that — Coke not only produces the most satisfactory heat for baking and washing, but IT SAVES MONEY.

DO YOU USE — COKE?

This shows wording and illustrations, but does not suggest manner of display.

White Diamonds may be all right in their place, but they don't keep you warm. This issue just now is Black Diamonds, the kind that produces warmth and comfort. That's

— COAL

Dirtless and clinkerless—full of fire and full in weight. If you're running short, order now—don't wait until the last Coal is gone.





No. 45

### DON'T RIDE THE COAL BIN

Yes, we mean YOU. Do you know that Coke is the best heat producer for summer weather? That it burns strong and even when in action, and that it cools quickly when you want it to go out? That it is the most economical fuel to be bought? That — Coke is the best coke sold?

This shows wording and illustrations, but does not suggest manner of display.

### BAKING DAY

The happiest mortal in the household is the housewife who takes a finely baked bread out of the oven on baking day. To insure good baking, she knows that the oven must be evenly heated, she knows that to get an even heat she must burn

#### — COKE

the housewife's friend. If you haven't used it before, and your baking has not been successful, try — Coke next time.



No. 152

"Old King Cole was a jolly old soul," and like

#### — COAL

was full of fire and animation. — Coal is the king of coal, the coal of kings. Clean, dry, pure. Honest weight. Order now for the winter.

This shows wording and illustrations, but does not suggest manner of display.

Coal is King, but the King of Coal is

#### — COAL

At the time of the year when it requires an effort to keep the house dry and warm, you should burn a coal that is pure and clean and gives off heat to its last atom. Such coal is

#### — COAL

Order now—the prices may go up as the thermometer goes down.



No. 255

### STOP KICKING ABOUT SUMMER HEAT

Here's a tip for you. USE — COKE FOR THE SUMMER. It has every advantage over other Summer fuel. It leaves little or no ashes, and once you put the fire out, the stove cools rapidly. Aren't these good arguments in favor of Coke for Summer? Place an order now with

This shows wording and illustrations, but does not suggest manner of display.

#### CLEAN COAL

Kicking because there's no heat in your coal? That's because it's inferior coal, full of dirt and clinkers. Our coal is notable for its purity, freedom from dirt and heat giving powers—and it costs no more than the inferior coal you've been using. Take the hint and order from us—now.



No. 329

### GET READY FOR WINTER

Have you put in your Black Diamonds for the winter? Our sparklers are full of fire and heat-giving properties. We call them

#### — COAL

Be wise and order now.

This shows wording and illustrations, but does not suggest manner of display.

### BETTER PUT IN YOUR WINTER'S SUPPLY

#### BUT IT'S UP TO YOU.

If you want to wait and pay more by waiting, you can do so, but take our advice and place your order for COAL with

now, and you will be assured with clean, honest COAL at the lowest price. It's up to you.



No. 206

The Happy Housewives who are using

— COKE

instead of ordinary coal is our best recommendation. Her work being completed, she shuts off her fire. The heat quickly passes away, making the house as comfortable as though no fire was ever had.

Join the Happy Housewives by using — COKE.

This shows wording and illustrations, but does not suggest manner of display.

The housewife can't be happy if the oven is cold. Poor coal—cold oven—bad bread.

— COAL

Hot oven—Good Bread—happy Home. Feed your stove with

— COAL and

MAKE HOME HAPPY



No. 161

We claim that one scuttle of good, clean Coal will give more heat than two scuttles of poor, dirty Coal. We claim further that in one scuttle of

— COAL

will give more heat than any other Coal. By using — Coal you save money, work and temper. if your bin's low, order more now.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S MONEY SAVED IN COAL

if you buy now. Experience has taught you that the price of coal goes up with the approach of winter.

— COAL

is absolutely free from dust, slate and dirt, and, coming from the best veins and mines, gives up more heat than any other coal sold. No clinkers.

We are the sole agents for — COAL. Order now.



No. 12

YOUR GROCER

will give you a package of Happiness when you call for

— FLOUR

With light, sweet bread on the table, the Housewife is happy—the home is happy. There is no flour made that makes sweeter, daintier or more delicious bread, pies or pastries, than — FLOUR. This sounds like a broad statement, but it will be heartily testified to by every housewife who has used it. Can you expect a better recommendation? Join the ranks of HAPPY HOUSEWIVES and be happy.

This shows wording and illustrations, but does not suggest manner of display.

LIGHT AS A BUBBLE

That's the kind of biscuit made from — Flour. Not those tasteless hard discs of dough—but rich, creamy fellows that will melt with the butter in a mouthful of satisfaction. Sold only at



No. 6

That's the kind of bread that makes the housewife happy. If you want a light, sweet, wholesome bread, you'll be sure to get it by using

— FLOUR

the clearest, purest flour milled, and made by the

This shows wording and illustrations, but does not suggest manner of display.

Yes. Here it comes. Something that will make the housewife happy. A sack of

— BEST

A flour that makes the lightest, daintiest, and most delicious bread imaginable. It has that satisfying quality, which is unattainable save from a flour of the rich glutinous wheat from which "— Best" is made. If you want the best flour, be sure and ask for "— BEST."



No. 4



No. 26

When your Grocer says "Anything else," be sure and answer

#### — BEST

— Best is a flour that makes the lightest, sweetest, bread, cake and pastries imaginable. Use it once, and you'll never try another. Every sack of — Best sold, is a testimonial of its popularity among the housewives. Do you use

#### — BEST?

This shows wording and illustrations, but does not suggest manner of display.

We bring you good tidings—fresh bread made from

#### — FLOUR

is always good tidings. — Flour is milled from a wheat which grows on the most fertile soil—the soil of Kentucky. Its purity and wholesomeness are attributes known to every housewife who has once used it. There are other flours to be had, but the housewife who once experiences the satisfaction obtained from — FLOUR, will never be contented with another. This is not hearsay, this is a fact. — FLOUR makes Home Happy.

#### — FLOUR

leads them all. Why? Because it's pure and has that delicious flavor, such as only comes from a wheat grown on the fertile soil of Kentucky: because it makes the lightest, purest bread, biscuits and pastries, to which innumerable housewives who use it will cheerfully testify; because it is the real source of the Staff of Life. The woman who once uses

#### — FLOUR

becomes an — enthusiast. Are you one?

This shows wording and illustrations, but does not suggest manner of display.

When it's good like Oliver Twist, you "want some more." And when it's made of

#### — FLOUR

it's sure to be good, because — Flour makes the most delicious cakes in the world. Housewives often try a different brand of flour every time they buy, but when once they buy —, they become habitual customers. There must be a reason.

Use — Flour, and you'll "want some more."



No. 246



No. 299

DO YOU WANT A FLOUR that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

#### — FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

When you say FLOUR, be sure and say —.

Manufactured by —,  
Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

What sort of flour have YOU been using? Probably something that looks like flour, but really is—heavens knows what. Why not be sure what you're getting—what you're eating and use

#### — FLOUR

Then you know that your bread, your puddings, your pastries, are pure and wholesome—good for the growing child, for the invalid, for yourself. Next time make sure it's —

The phrase on the above illustration is all truth. You can't have good flour unless the wheat is good. The wheat from which

#### — FLOUR

is made, is grown on the fertile soil of Kentucky, which produces the healthiest wheat in the country. The greatest care is used in milling, with the result that we produce bread that is a joy to every housewife. For bread, biscuits, pie or cake, — FLOUR is ideal.

This shows wording and illustrations, but does not suggest manner of display.

Any honest Grocer will tell you that the best flour in his store is

#### — FLOUR

It makes the lightest and sweetest bread, cakes, and pastries and puddings. Use it now, and you'll never want to even try another. The fact that we are selling more — Flour every day is a proof of its excellence. Be sure you order — Flour the next time you bake.





No. 303

### BISCUITS—YUM YUM

Oh, those delicious hot biscuits—so good and appetizing. The kind the children love because they are of such delicate lightness—when you think of these biscuits, you think of

— FLOUR

### THE KIND THAT MAKES THE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

### DELICIOUS BISCUITS

Biscuits that are made from

— FLOUR

are really delicious. Not only biscuits, but pies, and cakes, and all sorts of pastries, are most appetizing when made from

— FLOUR

If you've used any other than —, try this just once and you will surely become a convert.

When you ask for flour, be sure and say —.



No. 264

Do you want some? Of course you do. You know it's made from

— FLOUR

that's why. — Flour is milled from wheat grown on the rich fertile Kentucky soil. Its purity is what makes it in such demand among housewives. Children thrive and grow well and strong on biscuits made from — Flour. It makes the home happy—it makes the children happy.

Your grocer sells it.

This shows wording and illustrations, but does not suggest manner of display.

This is the sort of Pie I got from — Best.

I'VE TRIED THE REST  
BUT — BEST  
IS BEST

It makes the lightest, sweetest, and most delicious bread, pastries and puddings imaginable. The next time you bake, be sure and use — Best.



No. 210

### DO YOU WANT A FLOUR

that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

— FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

This shows wording and illustrations, but does not suggest manner of display.

Do you remember when you were a little tot, the deliciousness of mother's baking? Do you still enjoy your bread and pastries as well? If not, it's because you don't use the same flour.

— FLOUR

makes — bread and pastries. Milled from a wheat grown on the limestone soil of Kentucky, it produces a bread that is light, pure and wholesome, a bread that will taste as well to you as it did when you were a little tot.

— FLOUR is used in IDEAL HOMES



No. 365

### THE KIND MOTHER USED TO MAKE

Everybody is fond of telling about "the kind mother used to make." In fact, anything that mother made, from mince pies to biscuits, was an incomparable joy. The wise mother will erect a monument in the mind of her offspring, when she makes her bread, biscuits and pastry with

— FLOUR

the cleanest, sweetest, most nutritious flour manufactured. It makes that fluffy light bread that builds muscle, and nourishes the system. Bring up your children on bread made of — flour and you will

MAKE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

Next time you go out camping or picnicking, you will enjoy your outing so much more if your bread, pies, and biscuits are made from

— FLOUR

— Flour is true nature's food. It is made from a wheat grown on the limestone soil of Kentucky, and is manufactured and guaranteed by

Maker of Good Flour.



No. 431

Certainly, the children "want some more" because the biscuits were made with

— FLOUR

the purest, most healthful flour milled. For bread, biscuits and pastries, it is unsurpassed. If you try it once, you'll never change for another. — Flour — the kind that

**MAKES HOME HAPPY**

This shows wording and illustrations, but does not suggest manner of display.

The housewife who uses

— BEST

is "satisfaction personified." Instead of heavy, soggy biscuits, they will come up light and fluffy, instead of an ill-tasting mass of dough they come up sweet and delicious—and the secret of it all is just two words:

— BEST



No. 333

The housewife who can produce a fine light bread is one of the world's happiest mortals. Unless the flour is from good healthy wheat, the bread will be a failure. The wise woman knows this and therefore buys

— FLOUR

milled from health-giving, nutritious wheat, which makes a pure, clean, light bread—the kind that

**MAKES THE HOME HAPPY**

This shows wording and illustrations, but does not suggest manner of display.

Fine flour comes from carefully grown wheat. There is no better wheat grown than that from which

— BEST

is made. With — Best, the housewife produces bread, pastry and puddings, so wholesome, so delicious, that they can be summed up in just one word, "BEST."

What sort of flour do you use, Mrs. Housewife?



No. 134

Whether you use a cook book or not, the chief essential in getting good pie, lies in the using the right kind of flour. On this point, we all unanimously agree.

— FLOUR

is the right kind. It is milled from a wheat grown on a soil than which no other in the country is more fertile—the soil of Kentucky. It is wholesome—it is pure—it is clean. Do you use

— FLOUR, Mrs. Housewife? Guaranteed and Manufactured by

Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

Now, who doesn't like pie, especially when the crust's so good? The goodness of pie depends on the crust, and the goodness of the crust depends on the flour used.

FLOUR

which is made and guaranteed by —, makes the best, sweetest and tastiest pies, puddings, bread and biscuits ever. The next time you order flour, be sure it is —.



No. 43

It looks good, it tastes good, and yes—it IS good. These three qualities are contained in every piece of bread, pudding and pastry made with

— FLOUR

the purest, most wholesome flour milled. Good flour is only produced from good wheat. — Flour is milled from a wheat grown in all its wholesomeness to healthy wheat. That's the sole secret.

This shows wording and illustrations, but does not suggest manner of display.

Good flour makes good bread—good bread breeds good natures—good natures make a Happy Home—a Happy Home brings a Happy New Year. Thus we have it that

— FLOUR

made from Winter Wheat grown on the limestone soil of —, the purest, cleanest, sweetest flour milled, contributes its mite towards bringing about a Happy New Year to you all.



No. 263



No. 306

### FIX UP YOUR HOUSE THIS SPRING

Nothing better for a house than frequent painting—tenants come easy for a well painted house too.

Talk over the paint question with us.

This shows wording and illustrations, but does not suggest manner of display.

Pure prepared *paint* is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.

for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.

This shows wording and illustrations, but does not suggest manner of display.

### A LITTLE TIME AND MONEY

spent in fixing up your house this season will prove a profitable investment in the long run.

What about Painting? thought of it? Come and talk with us—we'll make you see the wisdom of using good house paints.



No. 53



No. 265

### CHANGE THE APPEARANCE OF YOUR WOOD-WORK

by the use of the — preparations. Brush it over with — paint and varnish remover—let it stand four minutes, and you can wipe off the old finish with a cloth, clean to the wood. Then apply — one coat finish—just once over with a brush completes the job—gives the dull beautiful finish of oak, rosewood, mahogany—whatever wood you choose. Easy to do, perfectly simple—results are sure to please you. — remover costs 45c a can! — finish, 60c pint.

This shows wording and illustrations, but does not suggest manner of display.

### — STAINS WILL MAKE YOUR FURNITURE AND WOOD WORK LOOK LIKE NEW

Is beautiful, durable and inexpensive. Let us tell you how to make your home attractive, inside and out without a big pocketbook. Ask for color cards, booklets, facts and prices. We are always ready to talk on the paint and varnish question.

### VARNISH

Is invaluable in cases of emergency, and every housekeeper should have a can on hand all the time. Often a piece of furniture is badly scratched or the interior woodwork discolored. Bring out your — and in no time you will have a smooth, brilliant finish that will wear like iron. Any one can apply it. Nothing on earth like — for rough floors. It makes them look like fine hardwood. Thousands of people everywhere use and praise it as the best and cheapest preparation.

This shows wording and illustrations, but does not suggest manner of display.

### BRIGHTEN UP!

A Stain That's Not a Blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircases—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.





No. 332

## A PAINT SURPRISE

It will surprise you to see how it looks, how it wears, how easy it works, how economical it is when you paint with — paints, the oldest and best-known paints in America to-day, made from best paint material, to fight off hot sun and storm, to outlast all others and at just the right price for pure paints.

This shows wording and illustrations, but does not suggest manner of display.

## DO YOUR PAINTING IN HOT WEATHER

Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results. — *Patterson-Dick Co., Fresno, Cal.*



No. 21

## THE REAL THING IN PAINT

Paint that is paint—every bit of it. Pure white lead, pure linseed oil, pure coloring pigments and nothing else, excepting a thoroughly scientific grinding and mixing of the parts together so that they will cover more surface, cover it better, cost less, and last longer than any other paint. That's the — kind. If, after you have used the — Paints, you think some other kind would have been cheaper and better, we'll repaint your house without charge with any paint you may select. All kinds of painters' supplies.

This shows wording and illustrations, but does not suggest manner of display.

## ASK A MAN WHO KNOWS

A man who knows about *paints*—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish.



No. 352

## BIG MONEY IN REAL ESTATE

— is a prosperous growing city—famous for its manufacturing industries and fine homes. Here are good opportunities for wise investment in real estate. We would be pleased to have you visit our property, located on — Avenues and — Streets—where we are selling very desirable building lots. Our prices are very reasonable—cash or easy payments. We also have factory sites for sale at consistently low prices.

This shows wording and illustrations, but does not suggest manner of display.

## BUY REAL ESTATE

*Real estate in — is a good investment.* Do not buy elsewhere. Our many hundreds of patrons have profited by our advice. A satisfied customer always proves to be a permanent customer. To secure his satisfaction, the property we sell him is proof against criticism, by a competing agents or otherwise. *We can sell you real estate at prices and terms that cannot be equalled elsewhere.*



No. 343

## THE OLD STORY

You have heard many people say, "Had I bought real estate in — three years ago it would have been a very profitable investment." The same thought will be expressed three years from now. *Be one of the wise ones and invest now.*

This shows wording and illustrations, but does not suggest manner of display.

## A GOOD INVESTMENT

*Invest surplus money in income real estate.* We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater percentage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. *Let us show you what we have to offer.*

# Lest You Forget

Fill out order blank below for your winter's supply of coal and mail it to us now. Kindly state when you want deliveries made



Form for ordering coal, including fields for Name, Address, City, State, Zip, and a section for specifying coal type and quantity.

## May Also Good Month to Buy COAL

Not quite as good as April because the price advance ten cents a ton beginning May 1st, but the right time to buy coal is now. It's better to pay the full price in the fall. Several hundred orders came in during April and we are sure many of them have been filled. We're ready to fill all the orders that come along with the same old reliable



THE PRICE OF COAL COMES DOWN

## JEDDO COAL

And right here, let us emphasize the fact that with all the great increases in business that has come our way—notwithstanding that at least two-thirds of the people are burning the JEDDO COAL—we never for a moment temper with the standard of the highest quality, with NO dirt, NO slate, or other troublesome features—Nothing but real, hard coal that you can depend upon to give you the best of satisfaction year in and year out.

Let us have your order NOW for next winter and get that important detail off your mind. FIVE tons of JEDDO will prove equal to SIX tons of ordinary coal—yet it costs you no more.

**WEIGHT GUARANTEED OR COAL FORFEITED**

## R. McALLISTER, Both 7th and Linden Sts.

**Cheaper to Move Than Pay Rent.**  
We are now located near northwest corner of Madison and South Chicago streets opposite Street Car Barn.  
BOTH PHONES 304-4  
THE H. M. FLACK COAL CO.

**THE PRICE IS AT THE BOTTOM**  
BUY before it goes higher—SAVE MONEY  
COAL is a necessity—Get the BEST  
McKinney's Celebrated D. L. & W. Scranton  
**COAL**  
THE STANDARD OF EXCELLENCE  
Charles McKinney Company  
143 HENRY STREET  
EGG, STOVE, CHESTNUT—\$5.00 the ton, delivered  
BOTH PHONES 304-4

**"COAL SQUARES"**  
Small Square Fuel for Cooking  
\$6.75 PER TON  
OR  
\$6.50 PER TON  
CASH  
E. CHAPPELL CO.  
Corner Western and 10th Street  
Telephone 250  
ROBT. W. KENNEY CO.  
1008 10th St. S.W.  
Phone 250

**THE CONSOLIDATION COAL CO.**  
Wholesale and Retail  
COAL AND COKE  
We have the best coal in the city at the lowest prices.  
We deliver to your door.  
We have the best coal in the city at the lowest prices.  
We deliver to your door.  
We have the best coal in the city at the lowest prices.  
We deliver to your door.

**COAL AND WOOD**  
RED ASH COAL, ALL SIZES  
STANDARD COAL, ALL SIZES  
JOHN HENNEY & SON,  
1008 10th St. S.W.  
Phone 250

**"December's As Pleasant As May"**  
When your coal has been furnished by CAMPBELL  
And May is the month for getting in the order.  
Lodge your order with us now and we'll see that you get Coal-Satisfaction. Coal-Satisfaction as we see it, is better price, lighter quality, weight and accommodating service.  
Campbell Coal Co.

## D. W. MILLER

Dry Fir  
Slab and  
Pine

## WOOD COAL

Diamond and  
Rock Springs  
Lump and Nut

PHONE 167

PROMPT ATTENTION TO ORDERS  
PROMPT DELIVERY

Office and Yards:

East Sumach Street

We Have  
**REDUCED**  
The Price of  
FAMILY COAL  
**Fifty Cents**  
PER TON  
STOCK UP  
**PEOPLE'S**  
COAL CO.  
10 City Square Tel. 304

All Sizes  
of the  
Coal  
W. L. & S. CO.  
Scranton  
Also  
Plymouth  
Red Ash  
THE C. C. RAY CO.  
LITTLE ROCK, ARK.  
Phone 401

**WHOLESALE COAL**  
We sell Coal in our yard lots both steam and domestic.  
WRITE US FOR PRICES.  
**DIXIE COAL COMPANY**  
110 N. Perry St.  
Montgomery, Ala.

**WHY WAIT UNTIL THE VERY LAST MINUTE?**  
Order Your Coal Now!  
Phil. J. Campbell  
Wilbur and Spring Streets. Phone 454

**COAL**  
A Cold Deal from the Coal Dealer?  
Hot with Chappell's Coal.  
E. CHAPPELL CO.  
Corner Western and 10th Street  
Telephone 250  
ROBT. W. KENNEY CO.  
1008 10th St. S.W.  
Phone 250

**COAL SQUARES**  
Little Coal  
I like 'em, because there are no cinders, and they make such a splendid fire for warm weather cooking.  
Price \$6.75 Delivered  
Telephone 250

The Coal that gives satisfaction is  
**Connell's COAL**  
Many Hundreds of Ottumwa families are using it. Will you try it?  
Connell's Coal  
Mining Co., Ltd.  
121 S. 3rd St.  
Ottumwa, Iowa  
Phone 418

**Fort William Ice and Fuel Co., Limited**  
COAL - ICE  
WOOD  
Phone 418  
1008 10th St. S.W.

**When Buying Coal or Wood**  
FOR COOKING PURPOSES REMEMBER THE BEST IS NONE TOO GOOD. WE HAVE THE BEST AND WILL GLADLY FILL YOUR ORDER. ALL WEIGHTS GUARANTEED.  
Both Phones  
**Ottumwa Fuel Co**  
1008 10th St. S.W.

**COAL**  
Shipments are large and while we expect to be able to make prompt deliveries at all times, we can assure you of better service and bottom prices NOW.  
COAL IS DOWN  
Joe. V. Graham  
Post at Linden St.  
Both Phones

**HOYT LIGNITE COAL**  
IMMEDIATE SHIPMENT  
Consumer's Lignite Co.  
DALLAS, TEXAS

**Fort William Ice and Fuel Co., Limited**  
COAL - ICE  
WOOD  
Phone 418  
1008 10th St. S.W.

Here's your chance to pocket from \$5.00 to \$10.00 on next winter's coal supply! Grab it!!  
Phone Hemlock 88 for full particulars.  
SOUTHERN FUEL COMPANY









## REFRIGERATORS

ALL  
SIZESALL  
SIZESLargest Assortment  
LAWN  
MOWERSGARDEN  
HOSE

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Stove Tubing  
Summer Cooking Utensils  
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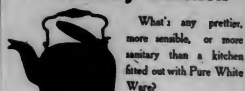
M'MANAMY &amp; RODMAN

DON'T FORGET!

WE ARE STILL MAKING SPECIAL PRICES ON BRASSWARE. WE ALSO HAVE A LIMITED AMOUNT OF UNITED STATES CO. TABLEWARE THAT WE ARE SELLING AT HALF THE REGULAR PRICE.

Spilman Hardware Co.,  
114 East Main Street.

## A Sanitary Kitchen

SWEDISH  
ENAMELED WARE

Supplies this want, being the most perfect, best finished lightest grade line of ware at moderate prices over shown. Every article used in the kitchen; also hospital supplies.

Non-Poisonous

This Swedish Ware is absolutely guaranteed against any poisonous substance. Can't we help you have that sanitary kitchen.

Snow-Tuttle Hardware Co.  
House Furnishing GoodsBase  
Ball  
Goods

Here's another new department lovers of our door sports will be interested in.

A place where you can secure all sorts of supplies for the playing of the great American game.

Fielders' gloves, catchers' mitts, batsmen's caps, masks, bats, bats, everything you need.

Complete assortment, is a place that we can serve the young, not vacant lot players as well as those who go into the big game.

BARRETT HARDWARE CO.  
New Ottawa Street Building, Joliet, Ill.POULTRY AND CHICKEN  
NETTING

Are made of respectively No. 10 and No. 20 wire, being thoroughly galvanized after it is woven, preventing rust from collecting and assuring the customer of its durability. 150 running feet in each roll.

POULTRY 2-INCH MESH	1 Ft. 2 Ft. 3 Ft. 4 Ft. 5 Ft. 6 Ft. 7 Ft. 8 Ft. 9 Ft. 10 Ft.
CHICKEN 1-INCH MESH	1 Ft. 2 Ft. 3 Ft. 4 Ft. 5 Ft. 6 Ft. 7 Ft. 8 Ft. 9 Ft. 10 Ft.

## WHEEL BARROWS and GARDEN ACCESSORIES



A full sized, hardwood No. 4 Colman's Custom Wheel Barrow with eight-spoke wheel, iron hub and axle.

\$3.50 Each

WOOD TRAY CANAL BARROWS  
Wood Wheel ..... \$2.00 Each  
Iron Wheel ..... 2.25 Each

## STEEL GOODS



Rakes, Hoes, Hay Forks, Spading forks, Spades, Turf Edgers, Manure Hooks and Onion Hoes. Who could neglect to give their yard its regular spring cleaning when an all steel rake can be obtained for

38c. Each

THE

Pierce Hardware Company

## It's Time Now To Screen

Your Windows and  
DoorsFortify Your Home  
Against the Pesky Fly"Continental"  
Screens Last a  
LifetimeWINDOWS, 35c and Up  
DOORS, 85c and UpAsk to See Our Metal Frame  
Window Screens, 50c and upWILLARD BROS. & HOLT  
HARDWARE - 713 Market StreetFlies a Menace  
to Health

It is now time to screen your windows and doors against the pesky fly. The Continental Screens are made of the finest material and are guaranteed to last a lifetime. They are also fireproof and will protect your home from fire. They are also very cheap and will save you a great deal of money. They are also very easy to install and will save you a great deal of trouble. They are also very durable and will last for many years. They are also very attractive and will add to the beauty of your home. They are also very practical and will keep your home cool and comfortable. They are also very easy to clean and will save you a great deal of time. They are also very reliable and will keep your home safe and sound. They are also very popular and will be a great addition to your home. They are also very well known and will be a great addition to your home. They are also very easy to use and will save you a great deal of money. They are also very durable and will last for many years. They are also very attractive and will add to the beauty of your home. They are also very practical and will keep your home cool and comfortable. They are also very easy to clean and will save you a great deal of time. They are also very reliable and will keep your home safe and sound. They are also very popular and will be a great addition to your home. They are also very easy to use and will save you a great deal of money.



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Visible Writer*

Will Pay for Itself Quickly in New Business It Will Bring You, and You Have the Convenience and Pleasure of Its Use Besides

Let us tell you about this personal letter advertising.  
Let us show you the Oliver.  
You can easily use it yourself.

**THE OLIVER TYPEWRITER COMPANY**

310 BROADWAY, NEW YORK

**END OF  
TITLE**